

# LIFE

SIR LAURENCE OLIVIER  
AS  
HAMLET

MARCH 15, 1948 **15** CENTS  
YEARLY SUBSCRIPTION \$5.50



# Wonder bar!



No crowding, no confusion—there's a "separate compartment" for everything on this wonder bar! Brand new idea, and brand new Cannons to go with it—chevron-striped and struck with coin-dots, dipped in Easter-fresh colors! They're long, wide, water-loving. They're one more reason why Cannon towels are all the talk—whether their price tag reads about 39c or ranges up to \$2.95.

Cannon Mills, Inc., 70 Worth Street, New York 13, N. Y.



JUST A FEW OF CANNON'S 14 COLORS -- NOW SHOWING!





## *A New High in Value at \$179.95\**

**SMART MAHOGANY CONSOLE WITH AMPLE STORAGE FOR RECORDS**

This new Philco 1283 radio-phonograph reveals beauty at its best . . . beauty in design and finish of cabinet . . . beauty in tone from both radio and records. Automatic record-changer, gentle and failure-free. America's unmatched value in a radio combination!

# PHILCO

*Famous for Quality the World Over*

Wednesday is Bingsday! Listen to Bing Crosby on Philco Radio Time, Wednesdays at 10 P.M. in the East, 9 P.M. everywhere else. ABC Network and many additional stations.

\*Slightly higher Denver and West





*Stronger!*



*Thirsty! soft!*



Many tissues are strong in one direction only.



YES is strong both ways! Stretch it and see!

In the ONE-or-MANY box! With the wide, wide opening you don't HAVE to take tissues one at a time. Suit yourself — ONE tissue or MANY-at-once! Single tissues lift out open for use. Many-at-once come out in a neatly folded stack for purse or pocket. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.



# Today's Most Wanted Radios

*...At the Lowest  
Prices in Years*

## Leaders in Value! Leaders in Style!

Your searching, your shopping is over. Here are General Electric post-war radios that help your dollars get back their pre-war buying power. The same money can buy you less—but *never more!*

No wonder today's most wanted table radios bear the name General Electric. They deliver stand-out performance. They deliver exclusive G-E **natural color tone**. They deliver all-out value. Remember, there's one sure way to pick the finest. Look for the G-E monogram. Visit your General Electric radio dealer. Ask for a demonstration. See, hear, compare. Then buy a G-E.

**GENERAL ELECTRIC**

LEADER IN RADIO, TELEVISION AND ELECTRONICS

General Electric Company, Electronics Park, Syracuse, N. Y.

**natural color tone radios**



BEA WAIN, young America's popular singing favorite



Modern in design—moderate in price! Beautiful **natural color tone**. Clean, easy tuning. Packed with power. Plays AC-DC. Superheterodyne circuit and Dynapower speaker with G-E Alnico 5. Lovely ivory plastic cabinet. Model 115W.



Wanted for its matchless G-E **natural color tone**! Wanted for its popular price! Small in size, big in performance. Easy, precision tuning. An AC-DC superheterodyne table radio in warm brown plastic. Ask to see Model 114.



Popular-priced table model brings in your favorite programs in **natural color tone**! AC-DC superheterodyne circuit. Dynapower speaker and exceptionally easy-to-read dial. Beautiful rosewood plastic cabinet. Model 115.



An outstanding value! An outstanding performer! Delivers year-in-year-out dependability. It's AC-DC superheterodyne with G-E **natural color tone**. Sharp tuning. Plenty of power. Gleaming rosewood plastic cabinet. Model 102.

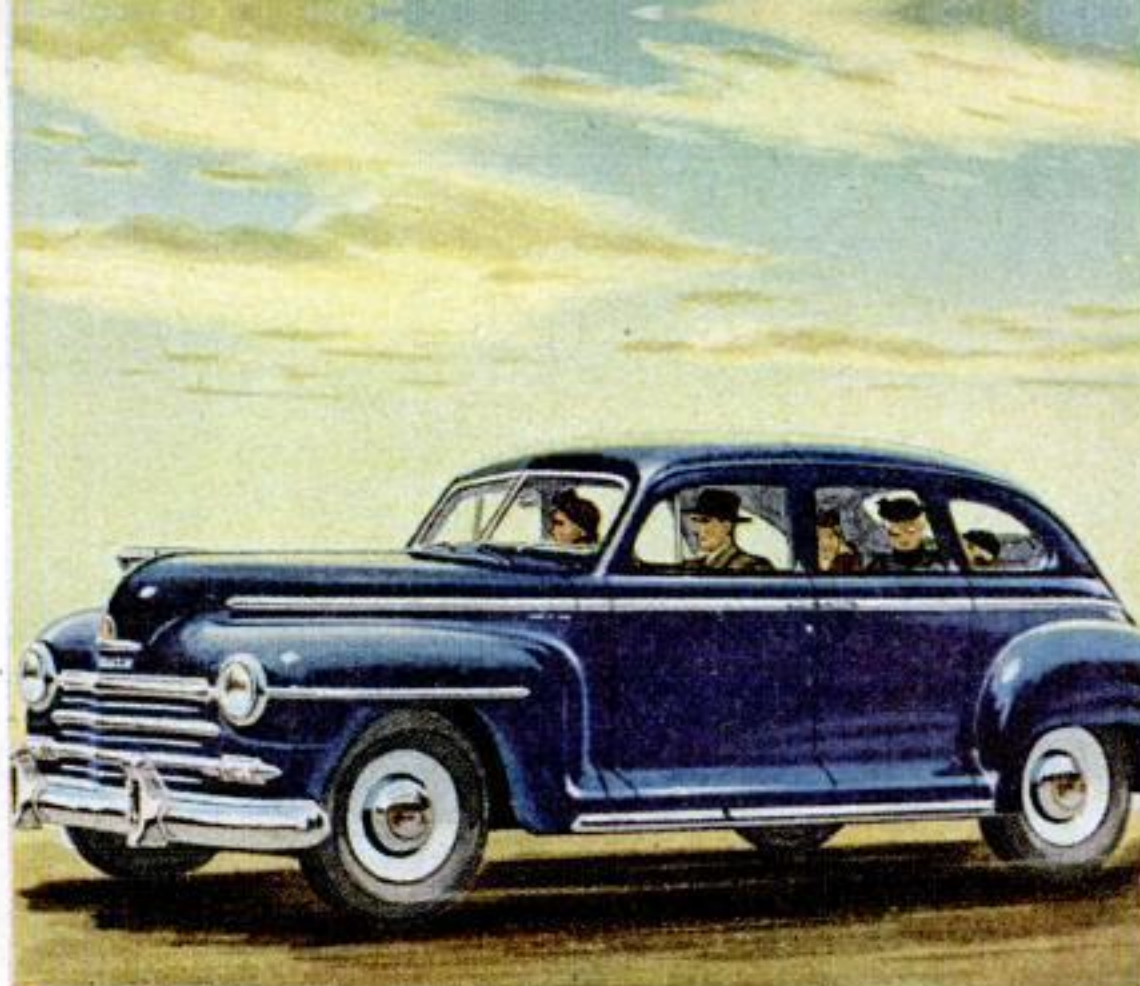


Tune in General Electric House Party weekday afternoons on CBS and the Fred Waring Show Monday nights on NBC.

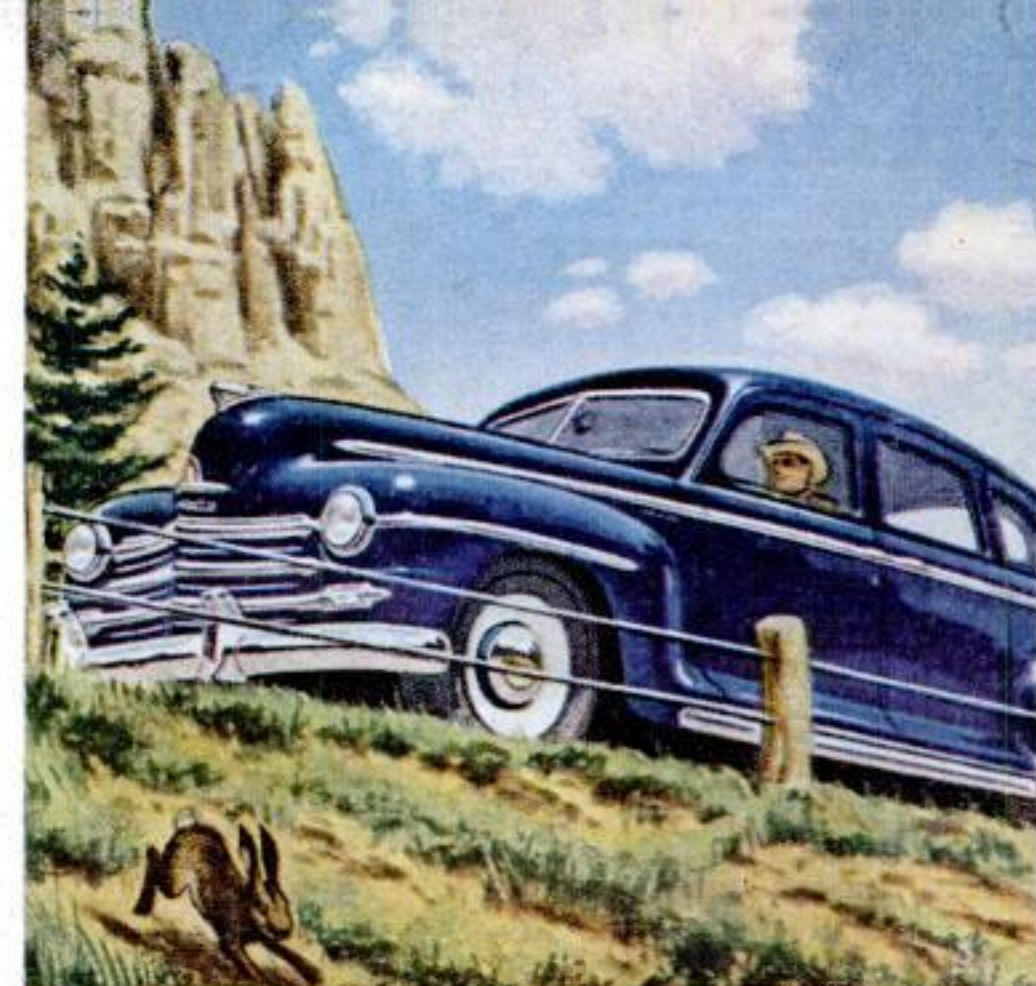




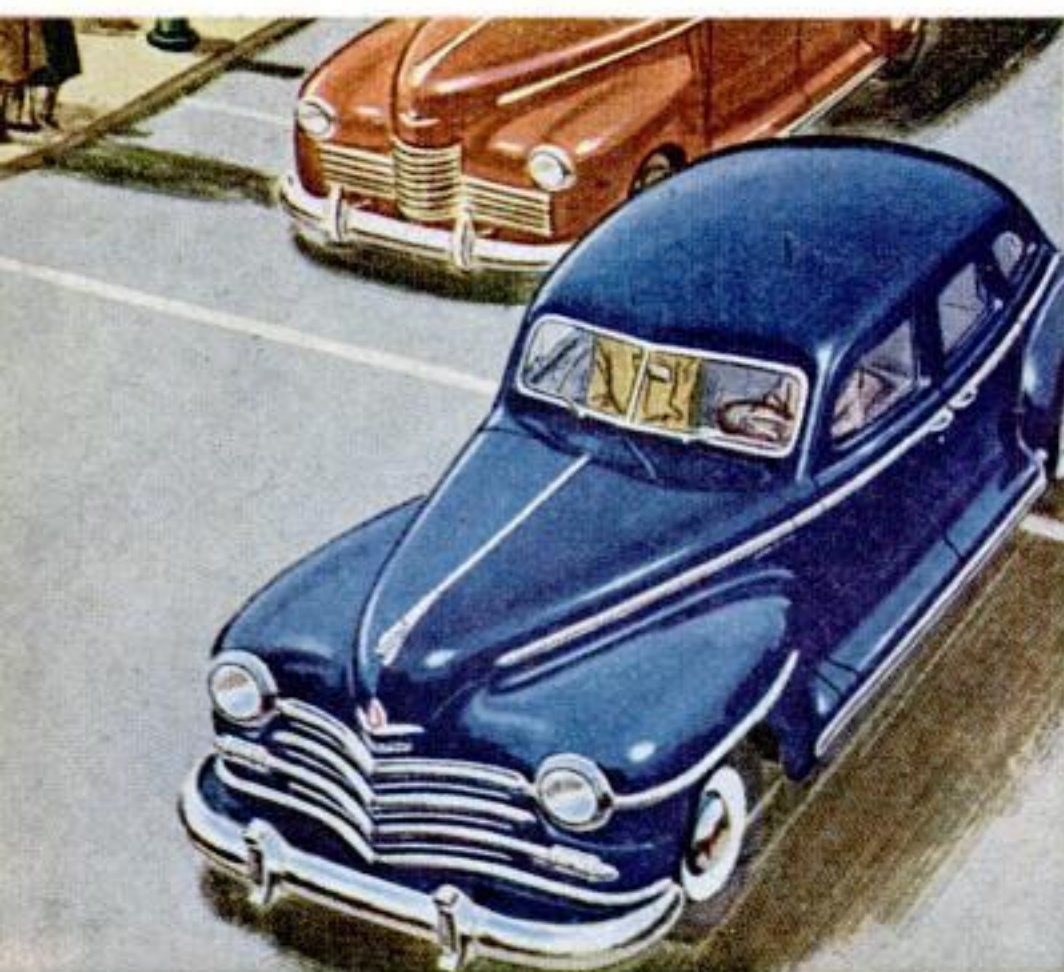
SAFE-GUARD HYDRAULIC BRAKES . . .  
*a third more effective*



LEVEL-RIDE COMFORT . . .  
*of long 117" wheelbase*



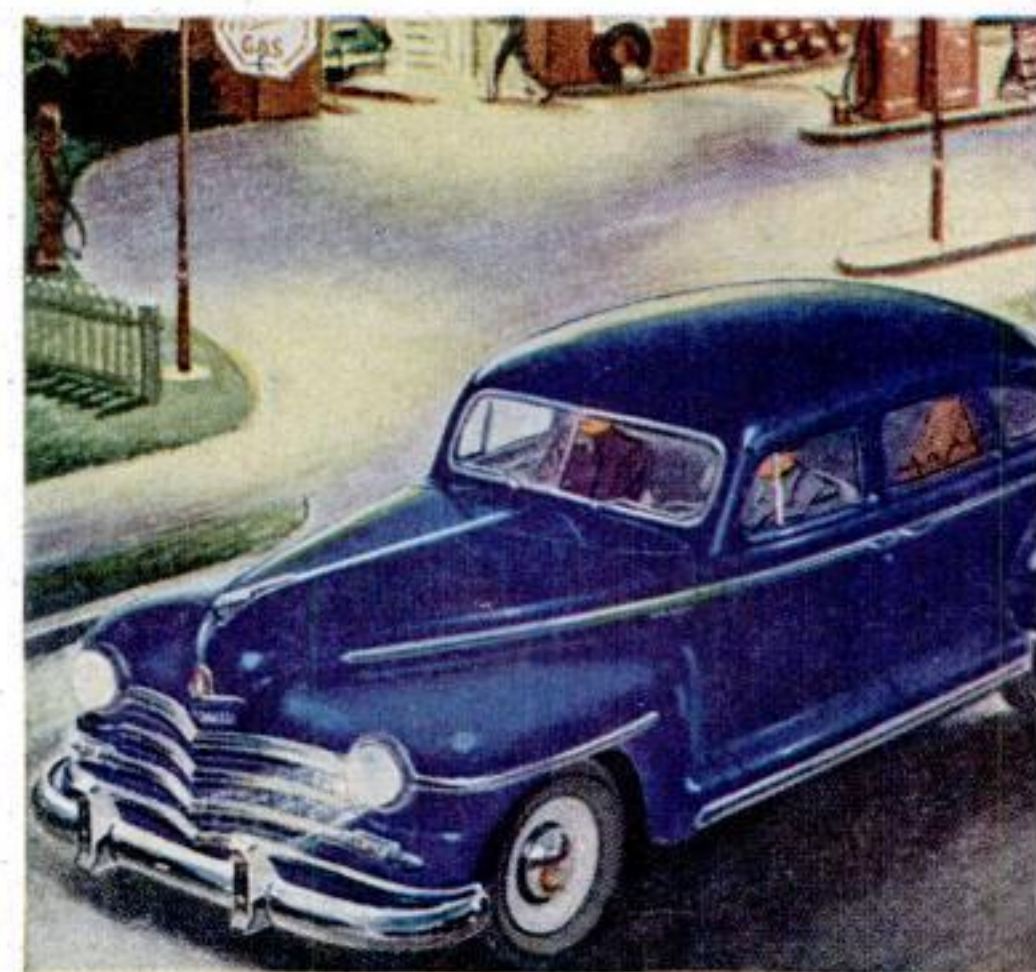
FLOATING POWER ENGINE MOUNTINGS  
*for smoothest performance*



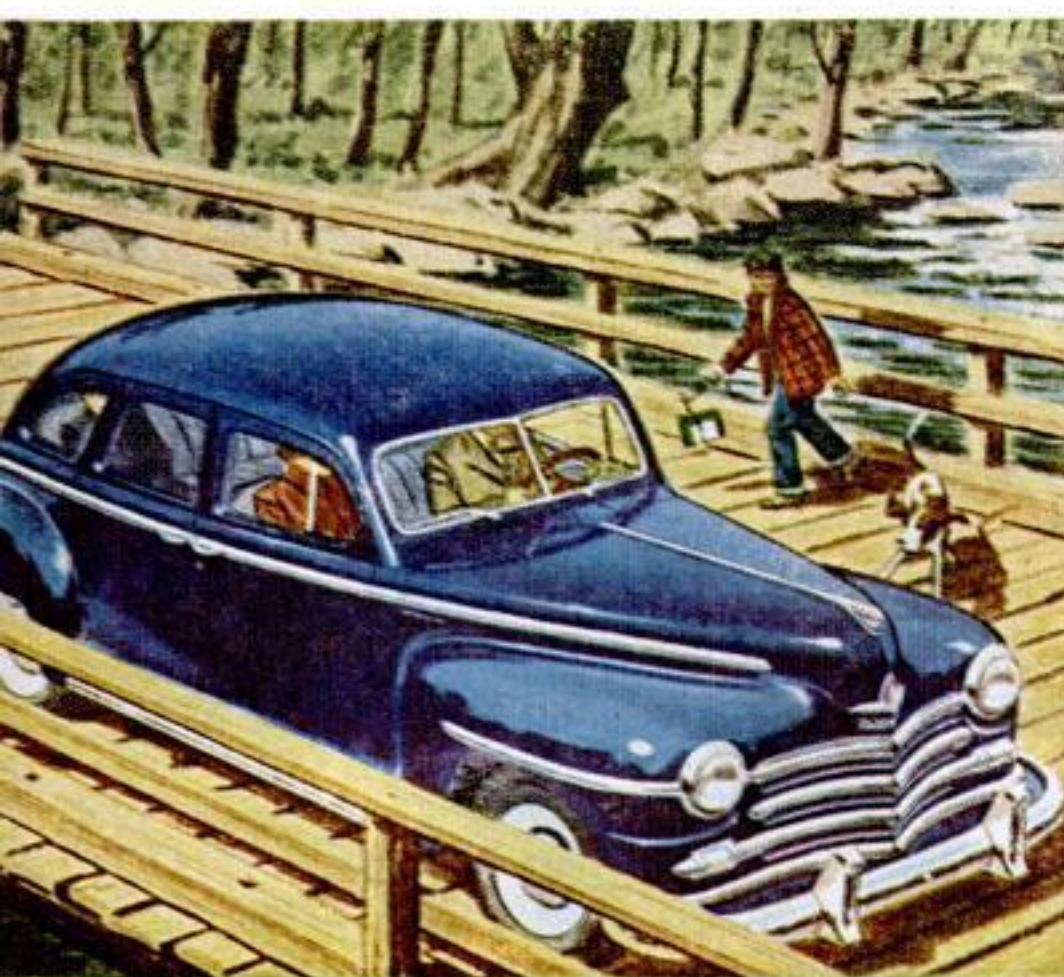
CUSHIONED STARTING AND STOPPING  
*of Hotchkiss Drive*



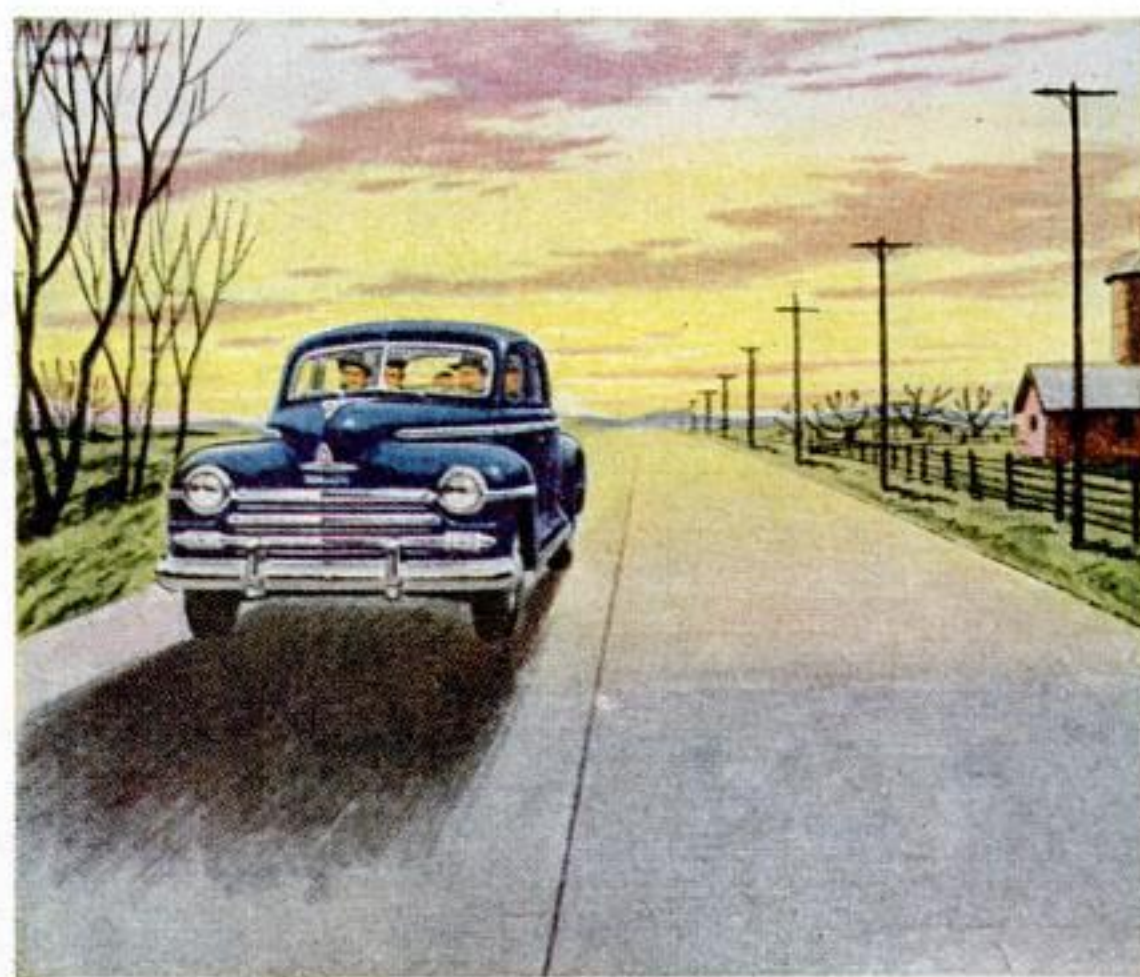
CLOG-FREE FUEL SYSTEM . . .  
*with Oilite Gas Filter in the tank*



SLUDGE-FREE ENGINE LUBRICATION  
*with Floating Oil Intake*



SOFTER-RIDING SUPER-CUSHION TIRES  
*as standard equipment*



SILENT OPERATION . . .  
*of Chain Camshaft Drive*



NEW, WIDER SAFETY-RIM WHEELS . . .  
*to reduce tire-failure hazards*

Of the leading lowest-priced cars **Only Plymouth**  
gives you any of these great features—with Plymouth you get them all!



PLYMOUTH BUILDS GREAT CARS . . . GOOD SERVICE KEEPS THEM GREAT. Your nearby Plymouth dealer will provide the service and factory-engineered parts to keep your present car in good condition while you're waiting for your new Plymouth. PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan



# LIFE'S REPORTS



SOVIET-BOUND, EXILES OF 30 YEARS EMBARK FOR UNCERTAIN FUTURE

## "NO WORSE THAN A DOG"

Shanghai's White Russians go home but find little promise in the Soviet promised land

by WILLIAM P. GRAY

In the two years since V-J Day millions of northern Asia's peoples have fled southward as refugees from civil war and spreading Soviet domination. The rule of flight, however, has had one notable exception: the countermarch of some 6,000 former White Russians from a long exile in China, back to the motherland which most had fled to escape the terror of Bolshevism. This was the rare case of thousands of relatively free people electing a fate about which only one thing was certain: it was irrevocable. Whether or not this remarkable migration was wise or tragically foolish is caustically debated these days in Shanghai, where most of the re-emigration originated. There is evidence, in cautious letters from many of the 6,000 who willingly pulled Comrade Stalin's famous iron curtain shut behind them, that the experience has brought, at the very least, quick disillusionment.

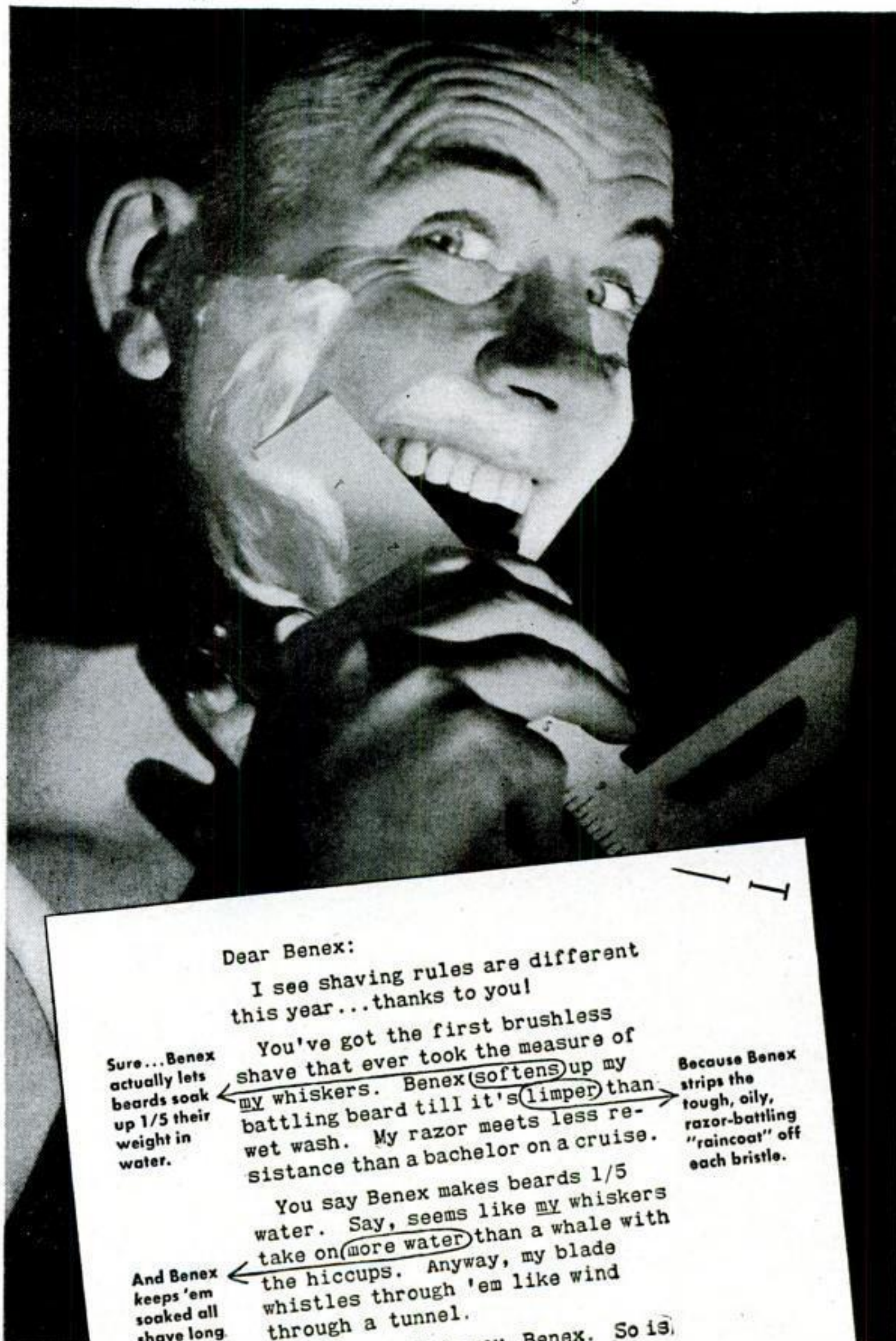
The story began with the Bolshevik revolution, when the czar's beaten officers and other supporters retreated eastward across Siberia, sometimes alone, often moving their buxom wives and sizable families toward refuge in Vladivostok or Harbin, an old Russian city in Manchuria. By 1918 hundreds were passing the Great Wall southward, entering China. In the winter of 1922 a scrubby flotilla of assorted White Russian naval vessels from Vladivostok moved into China's Whangpoo River and deposited one great load of about 5,000 miserable refugees on Shanghai's docks. More came overland, by railroad from the north, to settle in Tientsin or Shanghai, China's great coastal cities. By the mid-'20s about 35,000 had arrived; Russians were the biggest single element in Shanghai's large foreign colony.

Fortune did not favor many of the emigrants, however. Mainly they were broke and stateless, without friends, without an ambassador to speak for them or Marines or gunboats in port to protect them. Cossack colonels became warehouse watchmen, once-wealthy businessmen from Kiev or Odessa could find jobs only as waiters. They had escaped the Bolsheviks, but their lot was still bitter. Neither the other foreigners nor Shanghai's Chinese employers did them many favors. There were three wage scales—the Chinese at the bottom, the Europeans (including Americans) at the top, and the Russians somewhere low in the middle with the local Portuguese and Eurasians. The leading Russian composer in China, Aaron Avshalomoff, whose works have been conducted by Stokowski, once earned his living as a slaughterhouse coolie.

Nobody knew exactly how many White Russians eventually took

CONTINUED ON NEXT PAGE

Almost a cinch like this with Benex Brushless Shave



Dear Benex:

I see shaving rules are different this year... thanks to you!

You've got the first brushless shave that ever took the measure of my whiskers. Benex (softens) up my battling beard till it's (limper) than wet wash. My razor meets less resistance than a bachelor on a cruise.

Because Benex strips the tough, oily, razor-battling "raincoat" off each bristle.

Sure... Benex actually lets beards soak up 1/5 their weight in water.

You say Benex makes beards 1/5 water. Say, seems like my whiskers take on (more water) than a whale with the hiccups. Anyway, my blade whistles through 'em like wind through a tunnel.

And Benex keeps 'em soaked all shave long.

My hat is off to you, Benex. So is my beard.

Thanks a-plenty,

*Gary York*

5934 N. Maplewood Ave.,  
Chicago 45, Illinois

## Beards become 1/5 water (and shavers cheerers)

with new



P. S. to you with the problem beard—Benex gives super shaves—closer, quicker, fresher-feeling! Benex goes easy on, easy off—no greasy feel... just wash face, spread on, shave, rinse. Benex won't clog razor—light and creamy, it rinses instantly... won't gum up razor or drain. Get it? Get it today at your drug counter.

Bristol-Myers' Brushless Wonder





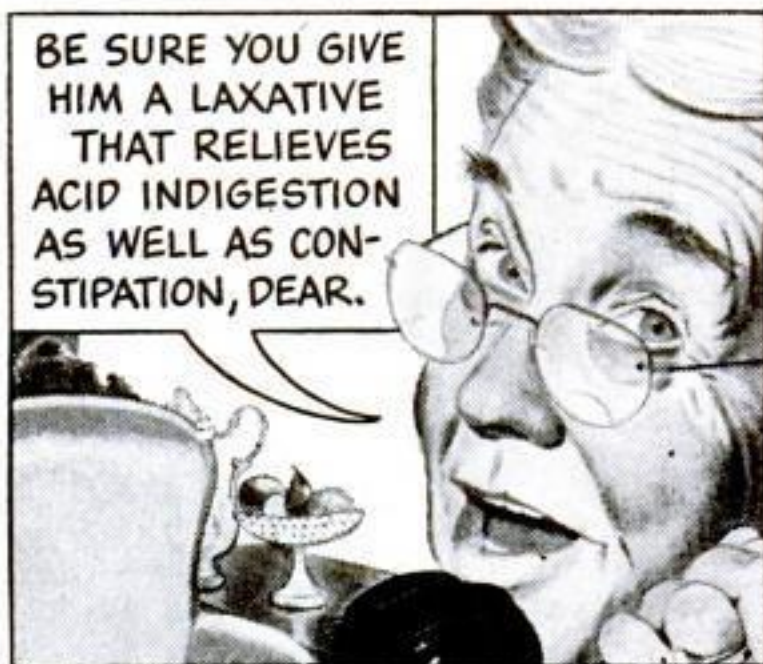
You say  
the little lamb  
is roaring  
like a  
**LION?**



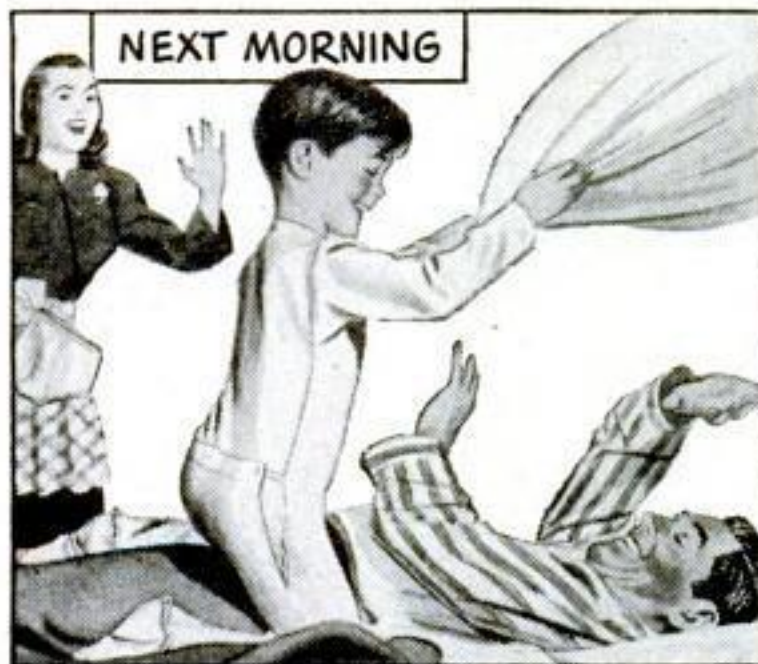
**JOAN:** I guess my mother is like most grandmothers. My little boy Billy (whom mother calls her "little lamb, bless his heart") was having tantrums with a capital T... and when I told mother about it, this is what she said...



**JOAN:** Imagine—blaming me for Billy's bad temper! I told mother, rather icily, that Billy was suffering from constipation and that I was going to do everything I could for him—not to him. Then mother said something that surprised me...



**JOAN:** Mother said, "Both conditions frequently come together, in children and grownups alike. So by all means give Billy Phillips' Milk of Magnesia. I use it myself, because it's an excellent laxative and a marvelous antacid, too."



**JOAN:** I took her advice and gave Billy Phillips' at bedtime last night. He slept soundly and awakened this morning to such gentle, effective relief that from now on his Daddy and I intend to use Phillips' Milk of Magnesia ourselves!

SO GENTLE FOR CHILDREN... SO THOROUGH FOR GROWN-UPS

**PHILLIPS'**  
MILK OF MAGNESIA  
*Liquid or Tablets*

Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form—25¢ a box, less than 1¢ a tablet.

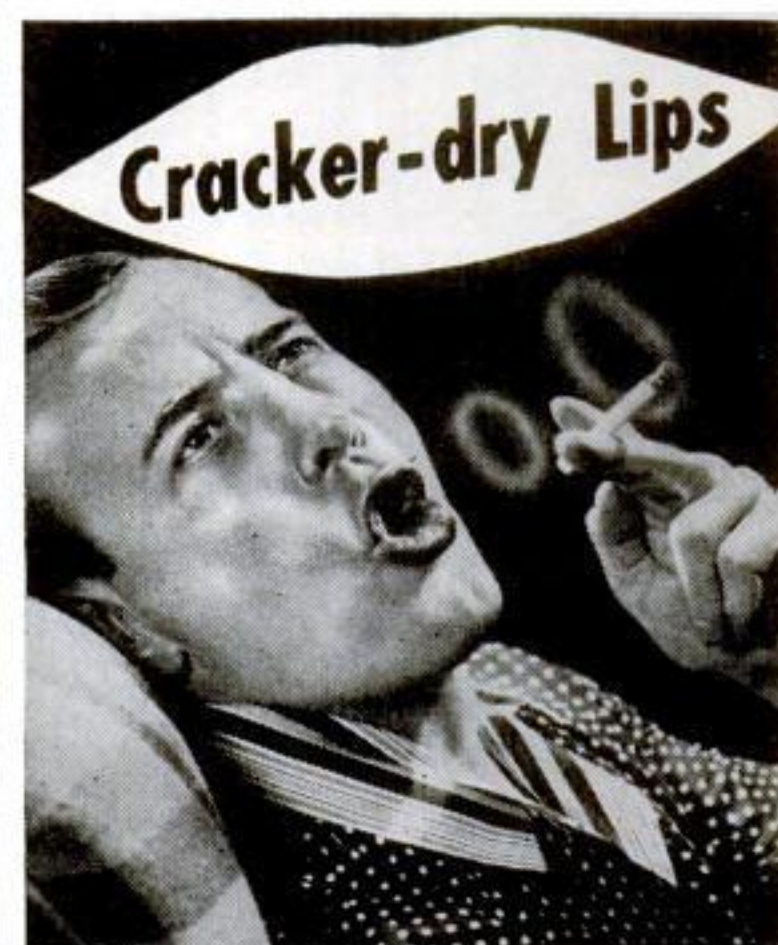


refuge in China, but a sizable final wave came from Manchuria in 1932. The older people had language difficulties, but many of their children, exposed to the multilingual culture of Shanghai's international settlements, soon could babble in three to six languages. The girls were shapely and attractive, and often married respectably and well and made good wives. In many cases, however, economic necessity made the companionship of these blondes from Siberia easily available to the male population, transient or resident, single or married, on the broadest and most tolerant bases. Shanghai's Russian women developed a cosmopolitan reputation as perhaps the most beautiful, talented and unfaithful mistresses in the world.

The refugees' talents were also large in the arts—they organized theater and opera groups, ballet troupes, orchestras and troops of Cossack horsemen. Their attraction was intellectual as well as physical. A foreigner who playfully asked a Russian nightclub hostess, "Do you know anything about Marx and Engels?" received the quiet reply, "I am an authority on dialectical materialism."

As a group they did not find any more happiness than prosperity in China but grew to hate the snubs and the constant clawing threat of poverty; they suffered mentally from their lack of nationality. A few took Chinese citizenship. Those who could afford it, or married into such good luck, left for Europe or the U.S. or South America. The majority remained a lost and lonely people.

Until the second World War most of these refugees retained their hatred of the Bolsheviks, but slowly many began to mellow and make their mental peace with Stalin's Russia—and to request Soviet citizenship. After their motherland shared the final Allied victory, a Soviet identity became more attractive than ever. Then, in the first winter of victory, Stalin's Russia started taking a sudden new interest in China's Russians. The awesome, old, gray stone Soviet consulate in Shanghai—"The House on the Whangpoo," as White Russians called it when they gossiped about the sinister Red secrets inside—took on the appearance of a mortuary suddenly embarked on a bright new mission. Conglomerate queues of reformed old Bolshevik-haters—500 to 600 a day—



**Smokers have them, indoor workers have them, early risers have them—most everyone has cracker-dry lips off and on. Licking them won't help, but 'CHAP STICK' will.** Its soothing comfort is swift and lasting. That harsh dryness vanishes in a twinkling—smoking pleasure is increased—your lips feel fit.

Keep famous 'CHAP STICK' handy—the great little lip reparative for chapped, cracked, parched lips. Easy to apply—Specially medicated, it's the one and only anti-septic lip balm.

T. M. Reg.  
U. S. Pat. Off.



"MY  
call is for

*air-o-magics"*

I'm a "junior executive"...  
and AIR-O-MAGIC is my shoe...  
88 comfort-construction features—including patented, hand-moulded innersoles that cannot crack or curl. No breaking-in needed. Get AIR-O-MAGICS and get more than your money's worth!

MODERATELY  
PRICED



STYLE NO.  
554

*air-o-magic*  
shoes  
WITH PATENTED HAND MOULDED INNER SOLES

FREE BOOKLET

What to wear with what!  
Hints for smart, correct dress  
for every occasion. Write today!

MARION SHOE DIVISION, Daly Bros. Shoe Co., Inc., Dept. 12, Marion, Ind.

CONTINUED ON PAGE 8





**THEY'RE IDENTICAL TWINS!!**



JUST AS  
GENUINE FORD PARTS  
ARE IDENTICAL TWINS TO  
THE PARTS BUILT INTO  
YOUR FORD

*Right  
for Fords!*

**Look for this Genuine Ford Parts sign**

● You'll see it at thousands of Ford Dealers and selected independent garages from coast to coast. It's important to you and your Ford, because Genuine Ford Parts are right for Fords—made right to fit right and last longer. They're exact duplicates—identical twins—to the parts which went into your Ford when it was new. Save time, money, trouble—with Genuine Ford Parts!





# "Soaping" dulls hair— Halo glorifies it!



Yes, "soaping" your hair  
with even finest liquid or cream  
shampoos hides its natural  
lustre with dulling soap film



- Halo is made with a new patented ingredient. Halo—not a soap, not a cream—cannot leave dulling film! ● So Halo reveals the true natural beauty of your hair the very first time you use it, leaves it shimmering with glorious highlights. ● Needs no lemon or vinegar after-rinse. Halo rinses away, quickly and completely! ● Makes oceans of rich, fragrant lather, even in hardest water. Leaves hair sweet, clean, naturally radiant! ● Carries away unsightly loose dandruff like magic! ● Lets hair dry soft and manageable, easy to curl!
- Buy Halo at any drug or cosmetic counter.

**Halo Reveals the Hidden Beauty of Your Hair!**

## LIFE'S REPORTS CONTINUED

moved through its long, cold ground-floor corridor, like people in a soup line, to apply for Soviet citizenship. The Supreme Soviet had offered citizenship to all Russian émigrés in Shanghai, Tientsin, Peiping and Sinkiang Province (on the U.S.S.R.'s southeast border).

The Soviet offer was ridiculed by stubborn White Russians, who vowed to hold out forever and warned those who took the lure that they were falling into Stalin's trap. Shanghai's White and Red Russian press fought a propaganda war. Many Shanghai Russian families were split by pro- and anti-Soviet lines. The indoctrination of children had high priority. At a summer camp near Shanghai last year, Soviet and American youngsters had occasional fist fights over the question of which nation won the war against Japan.

When Moscow announced last summer that it was ready to begin repatriation of China's Russians the reaction of the faithful, as reported by the Soviet press, approximated religious hysteria. There were mass meetings and editorial hosannas. In Tientsin one brand-new Soviet citizen expressed the converts' burning hope in a single sentence: "This act of the Soviet government means for us the end of ceaseless roaming, of bitter thoughts, of a homeless old age." The chairman of the Association of Soviet Citizens cried, "We should consider ourselves very fortunate to have received permission to return..." A telegram was dispatched to Moscow: "Sincere thanks to our government and to our very dear Comrade, Stalin. We promise to devote all our strength, knowledge and experience to the sacred work of rebuilding our country."

In Shanghai, Aza Alexeyevna Abramova, a newspaperwoman, wife of an automobile mechanic, mother of two boys 6 and 7 years old, grew emotional: "I am happy to contribute my little share in the reconstruction of my country. . . . I am taking back two sons—soldiers. I firmly hope that they will help their parents to pay their enormous debt to their motherland."

A Shanghai Soviet newspaper, in a farewell comment about a boxer known as "Young George," revealed the thoroughness of Soviet indoctrination of the converts. It explained that Young George won his fights on points, rather than



In early days, a neck yoke eased the work of carrying the heavy buckets of sap from Vermont sugar maple trees.

## Here's real old-time maple sugar flavor

If you're hankering for real maple sugar flavor in your syrup, we would like to have you try our Vermont Maid Syrup.

To get a real maple sugar flavor, we first select maple sugar that's rich and full-bodied, then blend it with cane sugar. This blend makes the maple flavor uniformly rich and delicious.

Every bottle of our Vermont Maid Syrup has the same real maple sugar flavor. At your grocer's.

Penick & Ford, Ltd., Inc.,  
Burlington, Vermont



## Vermont Maid Syrup



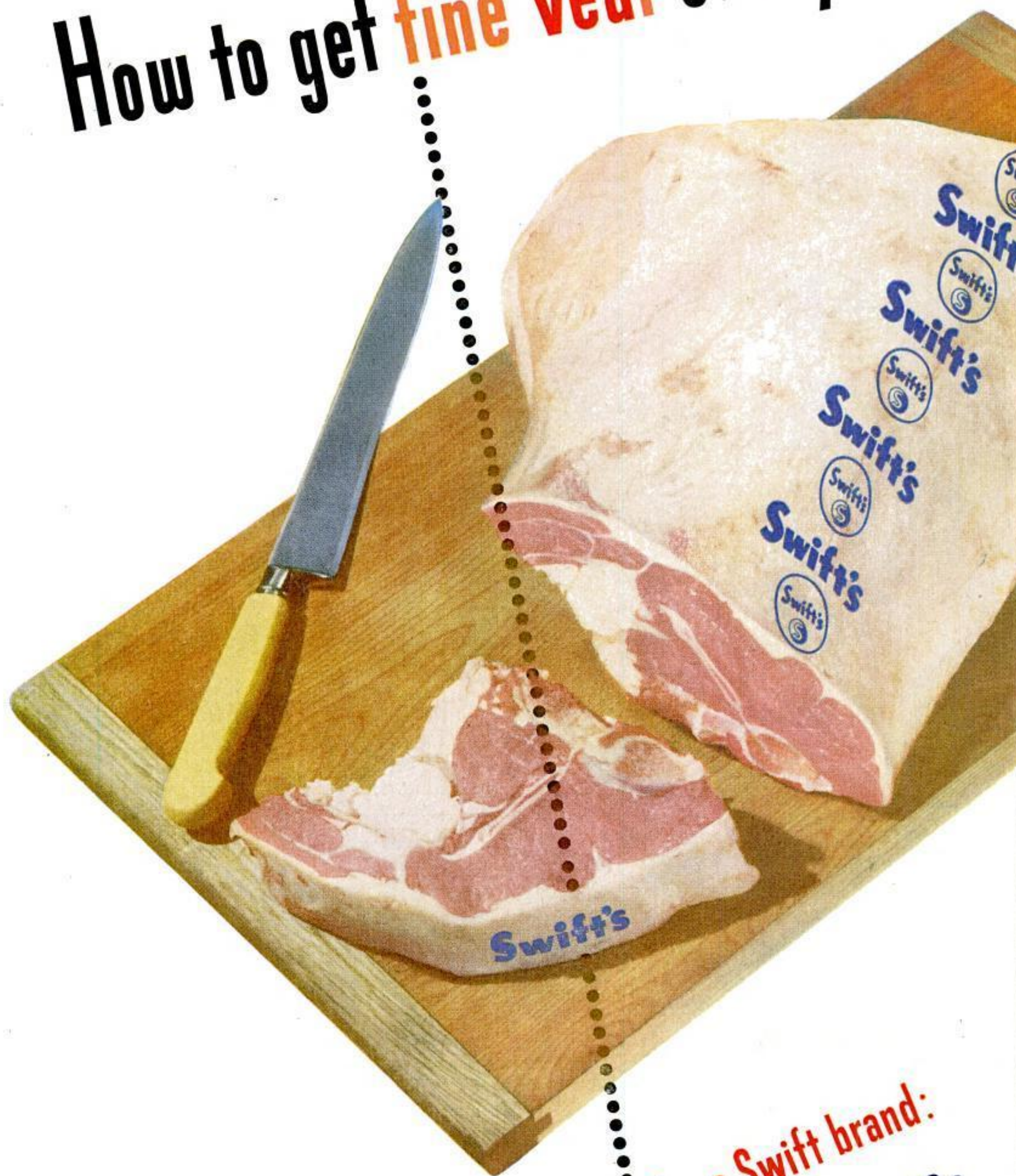
**ENTER THE STARDUST CONTEST...**  
Pictured is lovely Joan Murray, winner of the last Stardust Beauty Contest, now a Walter Thornton Pin-Up Girl. Enter our 1948 Contest now. YOU may be the lucky winner of \$500 first prize or 27 other awards! Just send recent non-returnable photo, with height, weight, bust, waist and hip measurements before May 31, 1948. Decisions of famous beauty judges are final. Mail entry to P. O. Box 65, Murray Hill Station, N.Y.

BY THE MAKERS OF STARDUST FASHION-WEAR

CONTINUED ON PAGE 11



# How to get **fine veal** every time...



**YES, YOU CAN BE SURE** of getting tender, juicy, wonderful tasting veal every time! All you do is look for a Swift brand name—Swift's Premium, Swift's Select, or Swift's Arrow—right on the meat itself. Men whose lifework has been the judging of fine meat select this veal for your table. It's *always* fresh and flavorful... good right down to the last juicy tidbit. So look for, ask for, Swift's Branded Veal at your meat market.



**Just look for a Swift brand:**  
**Swift's Premium,**  
**Swift's Select or**  
**Swift's Arrow**  
**right on the meat!**



*Martha Logan*

*Swift's Home Economist,  
gives you*

## **HINTS ON COOKING VEAL CHOPS**



**IT'S ECONOMICAL** as well as delicious to *stuff* veal chops. With a sharp paring knife, cut a deep, wide slit in the fat side of loin chops. Fill with your favorite bread or fruit dressing. Fasten with toothpicks or skewers.

**TO FLOUR CHOPS QUICKLY**, try this trick: Toss them, one at a time, in a paper bag in which you've placed flour and seasonings. For breaded chops, toss in *sifted*, seasoned crumbs, dip in slightly beaten egg, toss in sifted crumbs again.



**BRAISING BRINGS OUT THE BEST** in veal chops: After chops are coated, brown them in hot fat. Add about  $\frac{1}{4}$  cup hot water (try such variations as apple or tomato juice, sour cream, or diluted mushroom or celery soup). Cover; cook slowly until tender—about 1 hour—on top of range or in mod. (350°F.) oven. Add more liquid *sparingly*, as needed. Hot stuffed olives make an interesting garnish.



In the finest Air Step  
tradition . . . this new season's  
collection of beautiful shoes. Now being  
featured by leading retailers everywhere. Air Step  
Division, Brown Shoe Company, St. Louis.  
Shoes illustrated . . . 10<sup>95</sup> to 11<sup>95</sup>  
Other styles . . . 7<sup>95</sup> to 11<sup>95</sup>



FASHION FAIR  
MARCH 13th TO 27th

*Air Step*®

THE SHOE WITH  
THE YOUTHFUL FEEL





## "BC" RELIEVES HEADACHES FAST!

Your choice—tablet or powder

Ask for "BC" Headache Tablets or "BC" Headache Powders today. The same wonderful combination of fast-acting ingredients in both... the same famous formula. Both soothe headaches, neuralgic pains and minor muscular aches. Two tablets equal one powder. On sale everywhere. Use only as directed.



## COMPARE

THIS \$3.50

## VENUS Hooded Pen

with any other pen at any price!

*Quick Dry!*

**NO BLOTTER NEEDED**  
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

*Instant Starting!*

Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!



only  
**\$3.50**  
No Tax

Every pen Pre-tested and Guaranteed by American Pencil Company—makers of famous Venus Pencils.



**NADIA OSEROFF** gets papers and handshake from a Soviet official.

by knockouts—because, as Young George himself said, "the Soviet sportsman cannot comply with the demands of the bourgeois public for a bloody boxing match in which the boxer is crippled and for which he receives only a few dollars. . . ." The newspaper added, "His correct behavior in the ring will assure him success in the Soviet Union." But not all agreed. Between last Aug. 1 and late September at least 50 "converts" changed their minds and renounced their Soviet citizenship in public notices in Shanghai newspapers.

On Aug. 10 the Soviet luxury liner *Ilich* prepared to sail with a shipload of repatriates. This first big exodus, marked by music and all the hustle and trappings of a gala farewell, was marred only by an angry White Russian's effort to stab a Soviet priest pronouncing a benediction on a Shanghai wharf. An anti-Soviet newspaper, the *Russian Word*, appealed to White Russians "to refrain from such demonstrations. . . . It is advisable for those who have a nervous disposition to stay away when such events . . . are taking place."

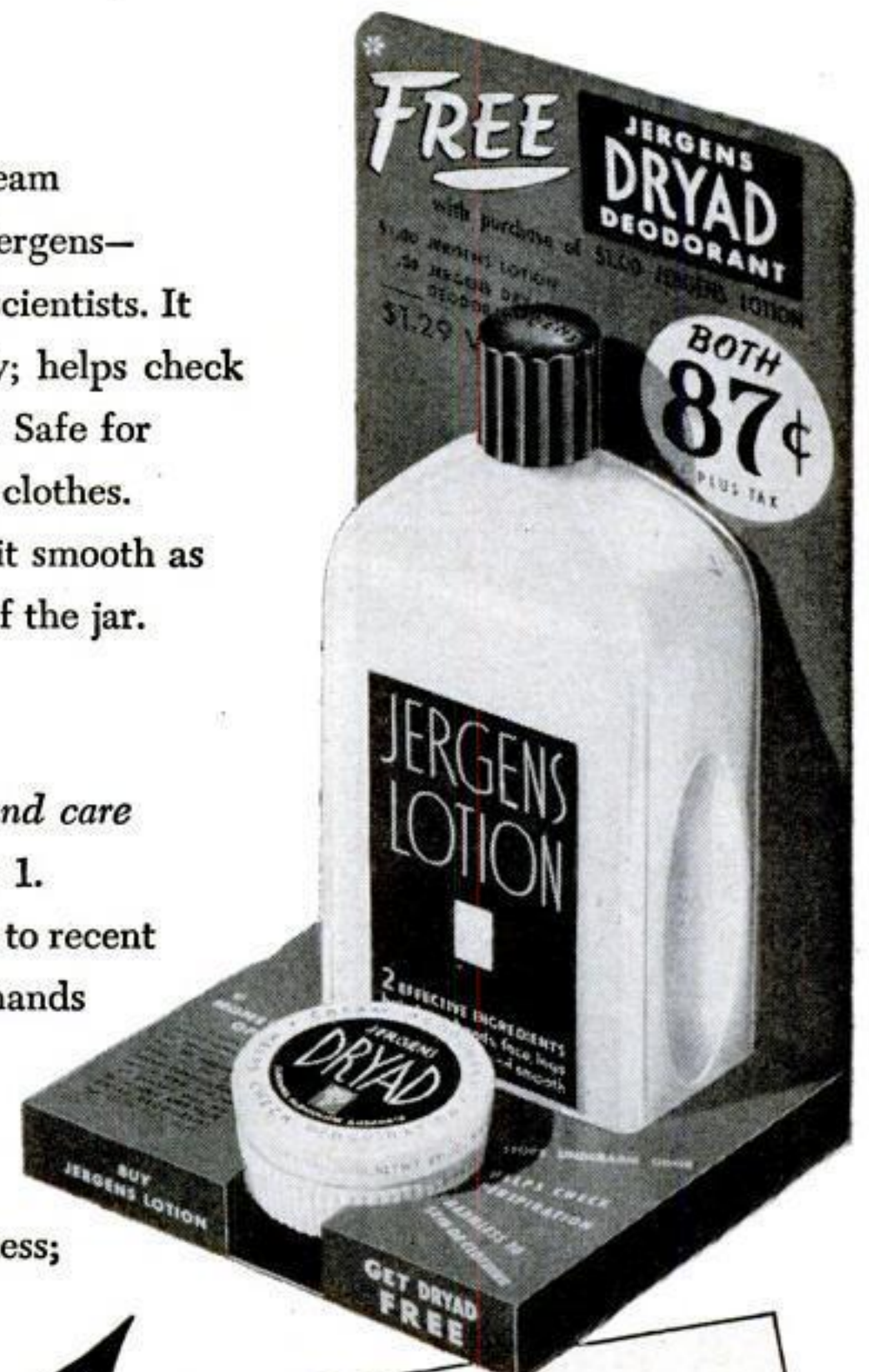
The first group of repatriates reached Soviet shores Aug. 13 and promptly sent a cable to Stalin: "Our life abroad has forever ended; we will work no more for foreigners or for their ideals; we are now among our own Soviet people. . . . We promise to devote all our strength and knowledge to our country . . . and even to give our lives for the freedom of our great motherland." During last autumn, other groups of repatriates also left for the motherland, landing near Vladivostok at a port named Nakhodka, where they were housed in barracks. They made the long trip westward on the Trans-Siberian Railroad in baggage cars. By mid-autumn news of the death of four of the travelers had come back to Shanghai. The hope that they

**Yours FREE!\***  
29¢ Jar NEW DRYAD deodorant  
with Purchase of  
\$1.00 bottle of JERGENS LOTION  
for **87¢**  
JERGENS  
MAKES THIS GIFT OFFER  
TO INTRODUCE YOU TO  
AN AMAZING  
NEW CREAM DEODORANT

**Dryad** is a new kind of cream deodorant developed by Jergens—approved by leading skin scientists. It stops odor instantly, safely; helps check perspiration more daintily. Safe for your skin . . . safe for your clothes. A secret ingredient keeps it smooth as face cream to the bottom of the jar.

**Jergens Lotion**—famous hand care  
Hollywood Stars use, 7 to 1.

Finer than ever today, due to recent skin-care research—your hands feel smoother, softer; are protected even longer. Contains 2 ingredients many doctors use. No oiliness; no sticky feeling. For the softest, adorable hands, use today's Jergens Lotion.



**\*YOUR MONEY BACK**  
Buy this Jergens Gift Offer. Use the Jergens Lotion for 2 full weeks. If you aren't delighted with today's Jergens Lotion, mail it back to the Andrew Jergens Company, Cincinnati 14, Ohio, and they'll return your money. YOU KEEP THE DRYAD DEODORANT AS YOUR FREE GIFT.

Look For  
This Gift Offer at  
your Cosmetics Counter  
Today

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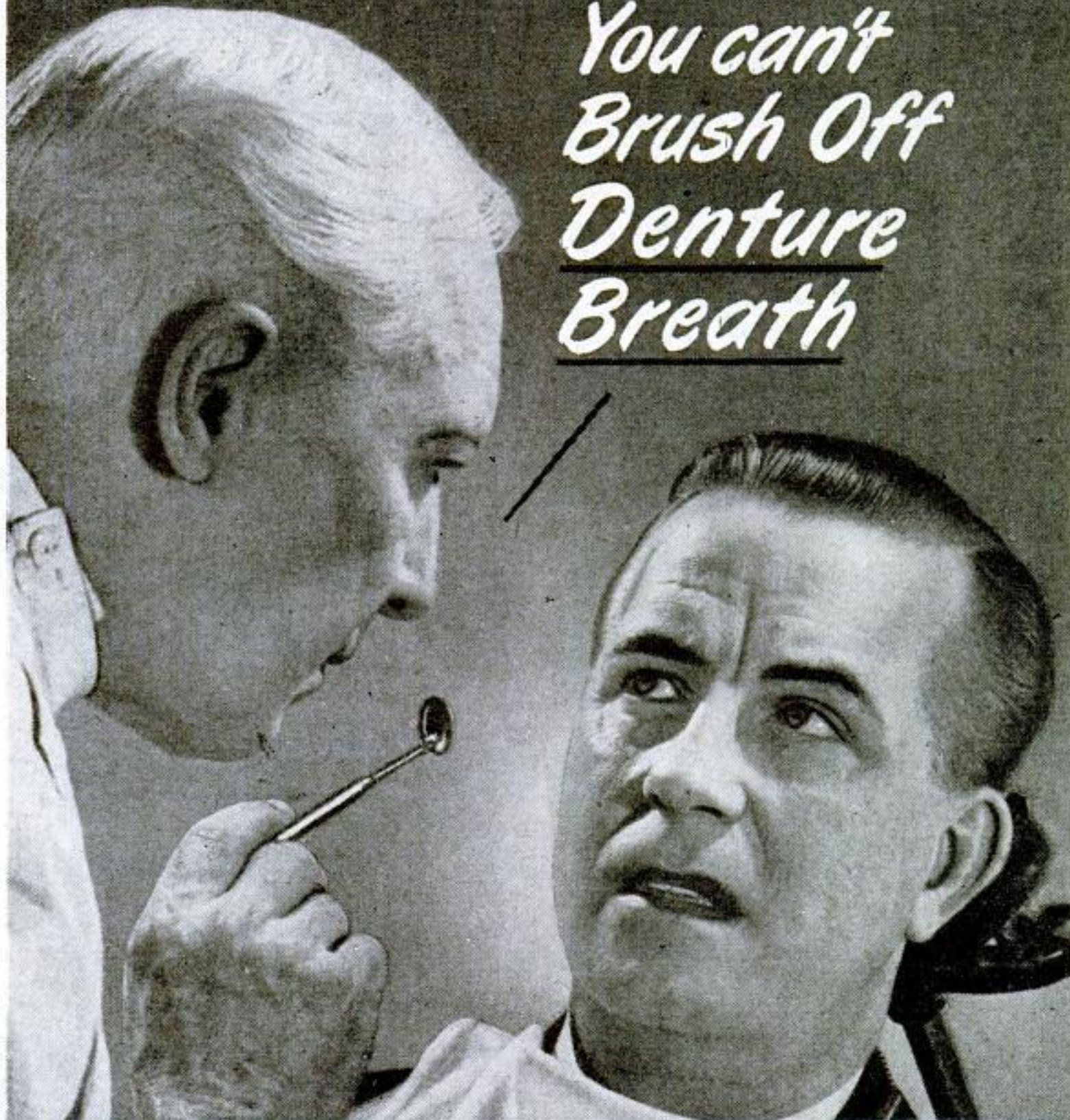


# False Teeth?

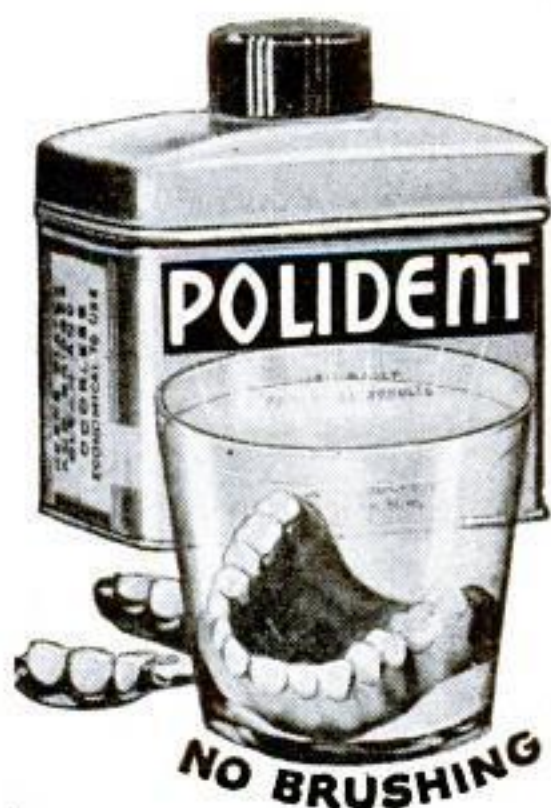
DON'T RISK A "BRUSH-OFF"



You can't  
Brush Off  
Denture  
Breath



Soak your plate or bridge in Polident  
to keep it hygienically clean, odor-free



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

**M**OST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser.

Use **POLIDENT** Daily

RECOMMENDED BY MORE DENTISTS  
THAN ANY OTHER DENTURE CLEANSER

LOOSE  
FALSE  
TEETH?

Amazing New Cream  
Holds Tighter, Longer  
than anything you ever tried  
or double your money back

**POLI-GRIP**  
Made and Guaranteed by  
POLIDENT

## LIFE'S REPORTS CONTINUED

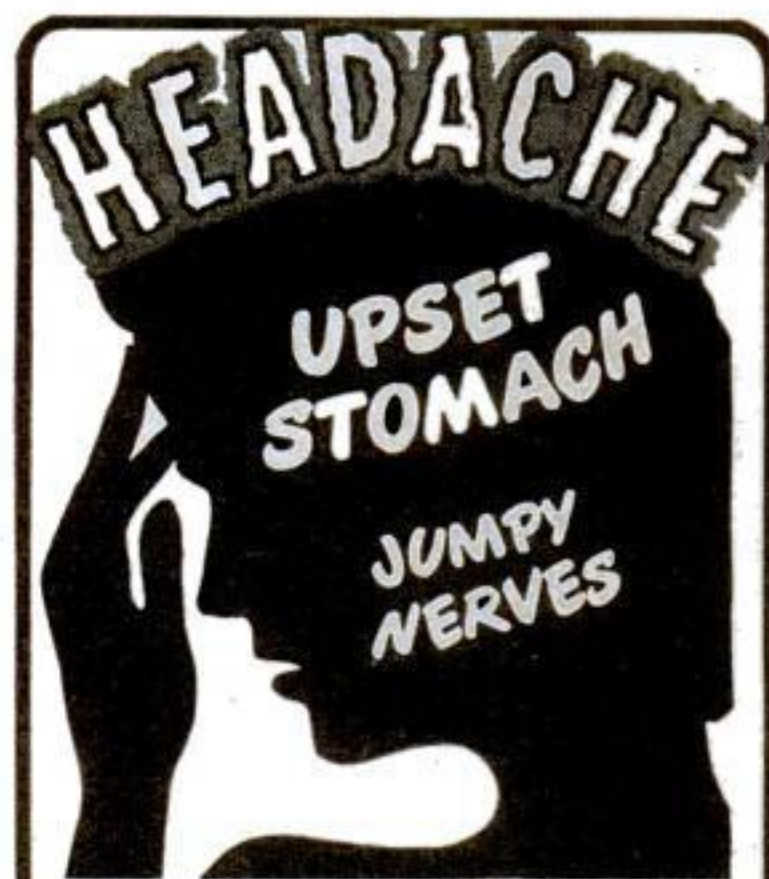
would be settled in places of their own choosing was not often realized. The Soviet government sent them to cities of its choosing, principally in western Siberia and the eastern rim of European Russia. Sverdlovsk, "Russia's Pittsburgh," received many of the 6,000.

Their letters have been coming back for several months now. They are usually masterpieces of restraint or uncritical enthusiasm. One speaks of "experiencing such a wonderful feeling of peace and rest"; another reports, "We are welcomed like heroes, as if we had done something wonderful." However, a mechanic who had left with a complete new chest of tools puzzled non-Soviet friends in Shanghai by writing for more; he had been relieved of the new chest and contents. "In general," his letter said, "I do not live worse than our mutual Chinese acquaintance Fa Li." It happened that Fa Li was the watchdog in a warehouse where the repatriate had worked in Shanghai.

The former secretary of the Tientsin Middle School, one R. I. Menkov, wrote in a letter reprinted by a Shanghai Soviet daily: "I live in Kemerovo and shall teach English in the local technical schools. . . . I am provided with lodging by the government. It is a one-room apartment with heating and electricity. I am satisfied with my life although it is rather difficult. It is presumed that after the October celebrations the conditions will improve considerably."

A surer indication of the lot of the repatriates may be found in the Soviet press in a close reading of sections of two letters from Miss Galina Keping of Tientsin, who was repatriated on the steamship *Gogol*. On the *Gogol*, said Comrade Keping, "We all asked them (the Soviet crew) whether we would be received as full-fledged citizens in the U.S.S.R. This question surprised them for everybody in the Soviet Union lives like one united family. I have talked to people who are office cleaners, and yet all are well-educated and very intelligent."

"I had wondered about the prices existing in the Soviet Union. The average salary is 1,000 rubles per month. Prices in the open market are the following: white bread, 40 rubles per kilogram; shoes, from 150 to 400 rubles. Rationed goods are still cheaper and the ration is more than enough. It is not common up here to have extra



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CONTINUED ON PAGE 14





**Hearing League President**—Mrs. L. K. . . . , president of Franklin County Hearing League, is met by Consultant George Ross at Sonotone Hearing Center. She is enthusiastic about Sonotone's work for many Hearing League Members.



**This monthly Sonotone "town meeting"** at Greenfield, Mass., is typical of 1148 Sonotone Hearing Centers across the country. Here users from nearby towns meet regularly for convenient help, given by trained Consultants from over 300 centrally-located Sonotone offices. Old Sonotone users often bring friends who may need help, for audiometric hearing tests (foreground). As Centers grow, they often become permanent offices, operating Centers of their own.

## BETTER HEARING HOLDS A "TOWN MEETING"

**U**P IN GREENFIELD, MASSACHUSETTS, people who wear Sonotone hearing aids get together once a month for a typical "town meeting". Some of them bring friends who want to find out about Sonotone. All bring problems. And what a blessed relief—when Sonotone Consultant George Ross from nearby Holyoke solves the problems then and there—while other Sonotone users chime in with encouragement!

There, again, appears the tremendous difference between wearing a Sonotone and any other hearing aid. Across America there are 1147 other Sonotone "town meetings" like Greenfield's, held once a month or oftener. And through these regularly-held Hearing Centers and its more than 300 permanent offices, Sonotone can always give the continuing care all hearing aid users need—wherever they live or go!

On the day when these pictures were taken, you could see how much this care means to people with hearing loss—and to their communities. Into Greenfield's Hearing Center came a file of the friendliest, finest, most useful people you'd ever hope to meet... businessmen, farmers, housewives, civic leaders. Most of these people were mak-

ing routine calls for batteries, accessories, regular check-ups... "little things" that can make the difference between hearing and not hearing. And if these people hadn't heard... well, the club president just couldn't have made her report. The church committeewoman couldn't have gone to committee meetings. The farmer couldn't have driven to market...

But Sonotone was *there* to make its hearing aids succeed. Sonotone takes that responsibility. Through its trained Consultants in offices and Hearing Centers everywhere, Sonotone gives all its users the benefit of over 25 years of experience with nearly 400,000 cases of hearing loss. It passes along to them, constantly, new improvements in instruments and methods produced by the world's largest research laboratories devoted entirely to hearing aids.

Wherever you live in the U.S.A., you can bring your hearing worries to Sonotone—and share in the *most extensive service for hearing aid users ever offered to the public.*

**Remember—More people have been fitted with Sonotone than any other hearing aid.**



**Both Work for Others**—Sonotone user Mrs. Grace F. . . . , a past president of the Hearing League, is active in both League and church work. Her special interest is helping needy people who require hearing aid assistance.



**Never Too Young to Hear!**—Charming Miss R. M. S. . . . is 81 but enjoying hearing and living immensely with her Sonotone. Mrs. Rachel Ross (background) is an expert co-worker with her husband at Hearing Centers and Sonotone's Holyoke office.

**Popular Postmaster** from nearby Deerfield comes in for batteries and Sonotone's regular checkup of instrument performance. Mr. Paul H. . . . , with severe loss, hears successfully with Sonotone "700" and high-voltage batteries.



**Your hearing deserves the BEST**—The beautiful New Miniature Sonotone "900", with tiny batteries inside, offers a wholly new naturalness of hearing. Combines more power, dependability and economy than previous miniature instruments. As easy to wear as a wristwatch!



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## LIFE'S REPORTS CONTINUED

clothing or bedding. 'If it tears, just go and get a new one,' is what people say. For example, let us take a woman who cleans the ship. Her salary is 600 rubles per month, plus full board. Her wardrobe consists of four dresses and two or three changes of underwear. I asked her, 'Why so little clothing?' and she replied: 'What is the use of having more, with the price of everything becoming much cheaper? When the old clothing tears I'll buy some new clothing.'"

Her second letter said: "Our luggage has been checked; we are not supposed to have any foreign newspapers. The majority of us are being sent to the Molotov, Sverdlovsk, Kazan and Kemerovo districts. I have been assigned to the Kemerovo district to work at the Belovski cement factory. . . . I have signed a work contract for a term of 11 months. I will have at my disposal the medical and cultural services, and will also receive 3,000 rubles to be paid to me within a period of two years. [This, in two years, would buy 75 loaves of white bread.] Food had been given me for the journey. Perfect order prevails everywhere. All the repatriates have changed immensely; they have become polite and obliging. One of the Shanghai repatriates forgot he was back home and stole a blanket; he was sentenced to 15 years in jail."

Anti-Soviet gossip in Shanghai talk of coded letters, and some uncoded, which reveal the depth of disillusionment. They tell of one, uncoded, which came from Aza Abramova, the woman journalist who offered her small sons to Stalin as soldiers: "I have been given the job of telephone operator, and my husband the job of a mechanic. We have a large, unfurnished room with a kitchen attached. Shura got his pay, got drunk, and while drunk tore up Stalin's portrait. He has been arrested and sentenced to five years of hard labor."



**THESE TWO** Russian girls are not returning to Soviet hardships.



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RESTING PEACEFULLY AFTER A LONG SIEGE OF BED TESTING, THIS

## ***SPEAKING OF PICTURES...***

**... BED TESTERS SHOW OFF FORM**

One of the most popular notions anywhere outside New York is that the city's harassed residents never get any sleep. Nevertheless, as these pictures show, New Yorkers spend at least as much time as anybody else thinking about it. To catch them at it LIFE Photographer George Silk recently spent two days hidden in a booth in the bed department of Lewis & Conger, a New York specialty store noted locally for its close attention to the sleeping problems of its clients. There Silk faithfully recorded the solemnly hilarious bed-testing antics of all kinds of prospective bed purchasers. The photographic results, from the blissfully recumbent lady (*above*) and the skeptical but comfortable customer (*right*) to the enthusiastic bouncing salesman (*left*), prove what many thoughtful observers have long suspected: that hardly anybody suffers from false modesty when it comes to the universal problem of planning a good night's rest.

**BOUNDING SALESMEN** show how not to test a bed. From a dignified start (*top*) they leap high (*center*), land with a resounding crash (*bottom*). This is fun but hard on beds.

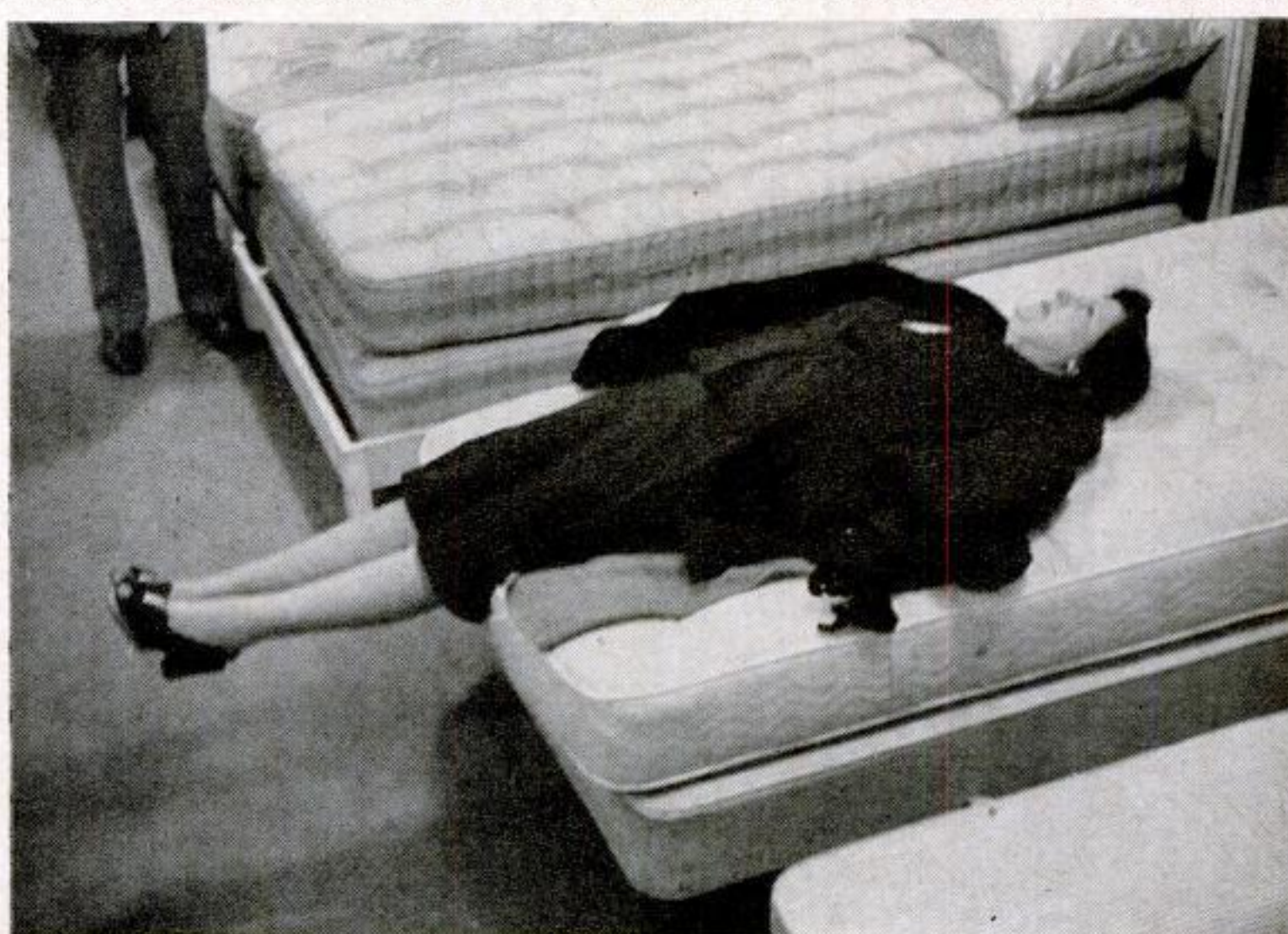




**LADY WOUND UP BUYING A BACK REST WHICH HERE PROPS UP MATTRESS. DARK CLOTH KEEPS CUSTOMERS' FEET OFF MERCHANDISE**

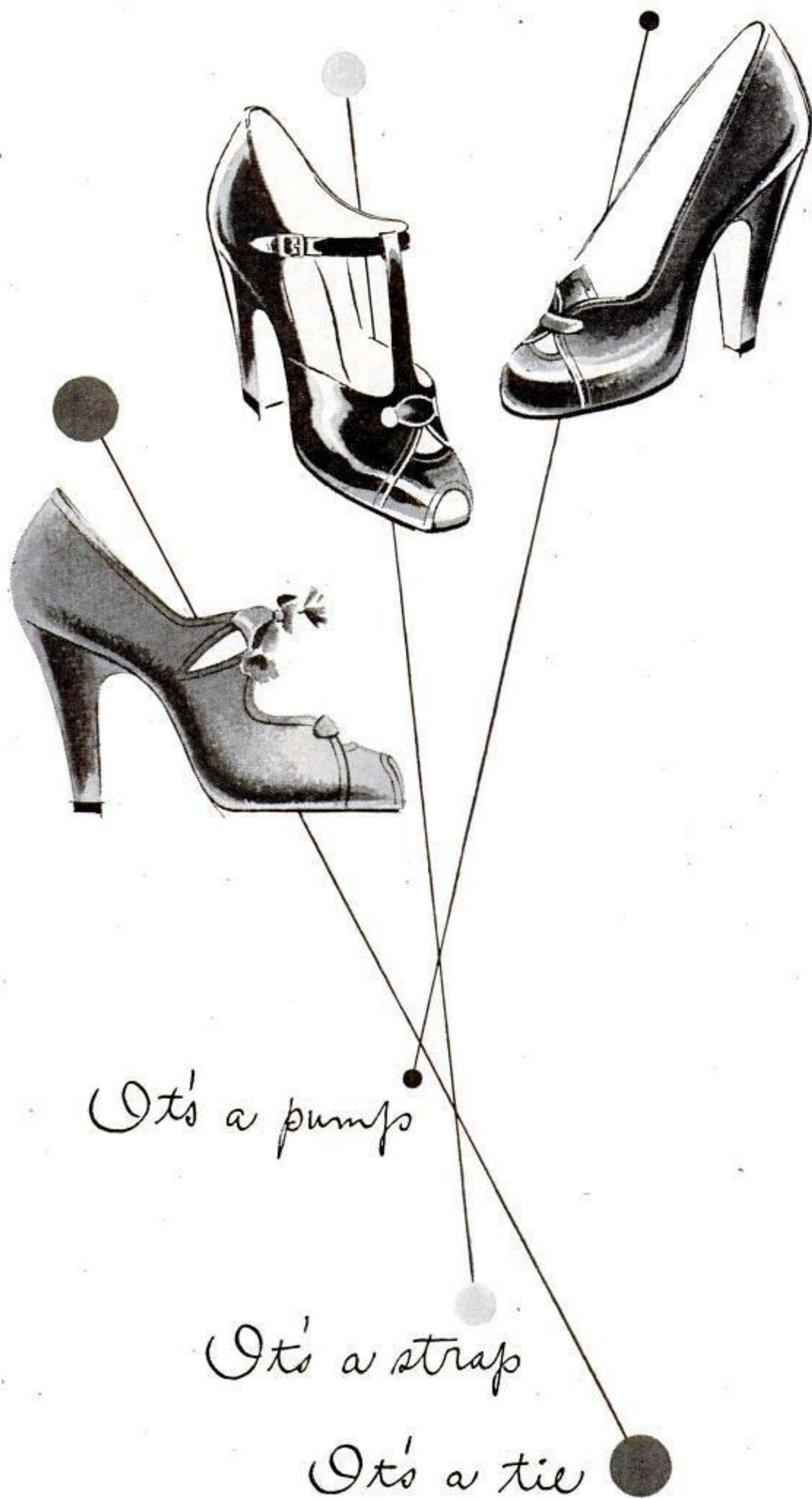


**SKEPTICAL CUSTOMER**, having tried most of the beds in store, decides to lie down again while the salesman drones on and waggles a bed spring to back up his harangue.



**PROSTRATE CUSTOMER** extends feet tidily over bed's edge so as not to get dust on mattress. She spent two hours testing almost every bed in store, looking for one to suit her.





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## **SPEAKING OF PICTURES**

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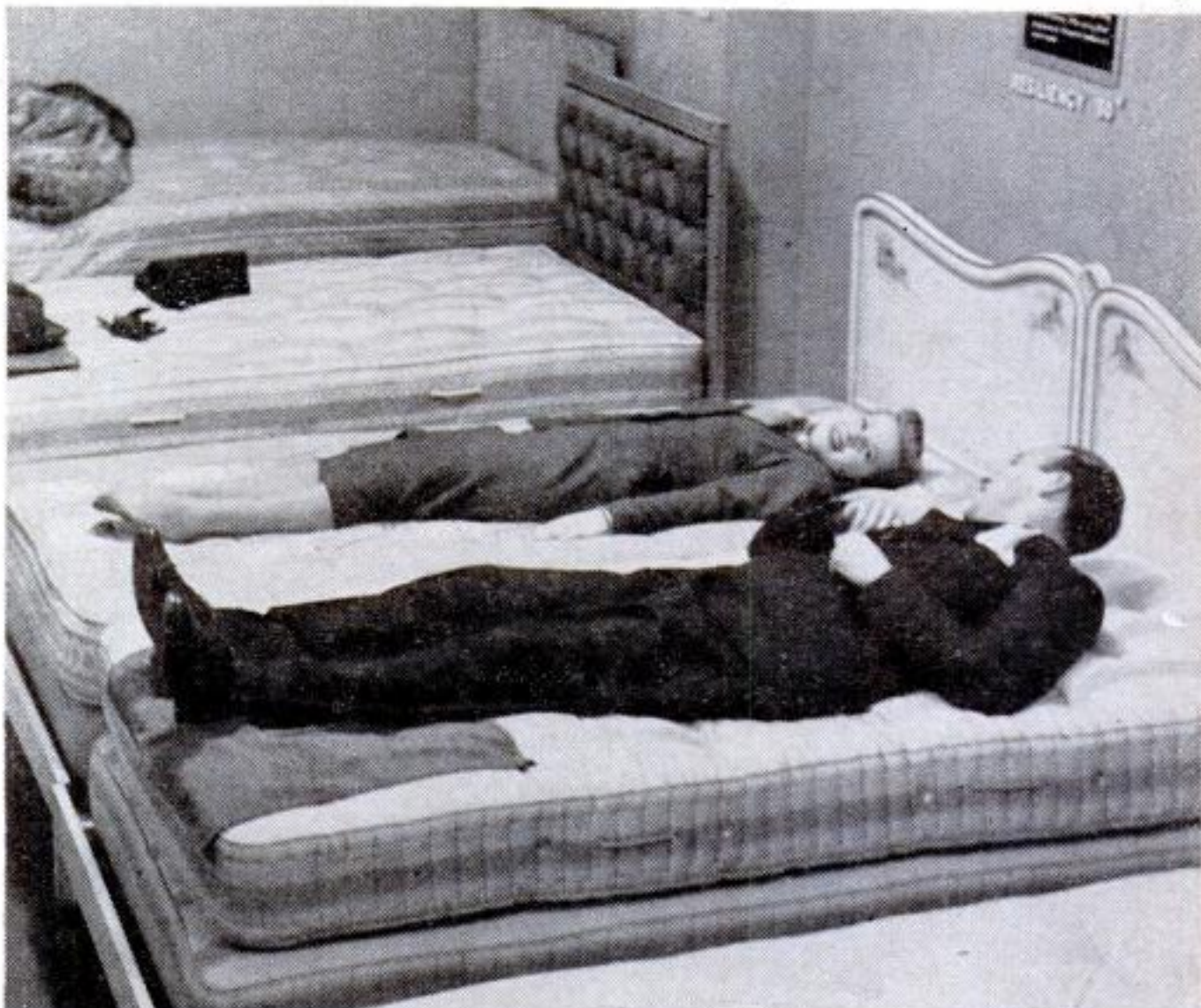
### **DOUBLE OR TWIN?**



**YOUNG MARRIED COUPLE** considers the single or double-bed question. To help resolve it the wife, with her shoes on, tests comforts of sleeping alone.



**THE SALES DIRECTOR**, an old married man himself, suggests they both try double bed. Figures above beds show varying degrees of mattress resiliency.



**THE DECISION** is reached when the happy couple, the wife having removed her shoes, stretches out on double bed. They bought one like it, only bigger.





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## LETTERS TO THE EDITORS

### B. TRAVEN BETRAYED?

Sirs:

I am writing to comment on your review of John Huston's film, *Treasure of Sierra Madre* (LIFE, Feb. 2), in which you claim that I am B. Traven, the author of the book on which the picture was based. In Traven's opinion it is of no use to comment on anything said or printed concerning a person. But I have not yet reached that Olympian state of wisdom. . . . Mr. John Huston, by being convinced, as he himself said, that I was Traven, and then paying me a lousy \$100 a week, only shows publicly in how low an estimation he is holding Traven, the man, or the woman, as the case might be, whose story gave Mr. John Huston the chance of his lifetime.

Never again will Mr. John Huston have an opportunity to direct a picture based on any other of Traven's 14 books. Traven does not need Mr. John Huston or Traven would, only eight weeks ago, have signed a contract which would have netted Traven \$20,000, possibly royalties also, for the picture rights to another Traven book, and which picture Mr. John Huston was to direct.

A writer of books like the ones Traven created and which have been published in 20 different countries will be read, loved and admired, or, yes, perhaps severely criticized still when nobody any longer can remember a movie director who, once upon a time, long, long ago, did a picture based on a story by said writer. . . .

H. CROVES

San Antonio, Texas

● When LIFE showed this letter to Traven's agent, Paul Kohner, he remarked, "Obviously it's Traven's fury at being found out. . . . Too bad, because I think it was a very interesting literary mystery and should have been kept as such."—ED.

### TOYNBEE

Sirs:

You certainly have done a wonderful job in putting my ideas on the map (LIFE, Feb. 23). I can imagine how difficult it must be to give such a concentrated account of a point of view while keeping it so simple and clear, so may I congratulate you as well as thank you?

ARNOLD J. TOYNBEE

Princeton, N.J.

### LEMON FANCIER

Sirs:

What does his dentist say about Michael Thomas' lemon-eating habit (LIFE, Feb. 23)?

H. S. GUTENSTEIN

Chicago, Ill.

● See letter from Reader Foster below.—ED.

Sirs:

If young Michael Thomas Roesle continues to suck lemons after his teeth appear they will rapidly develop severe erosions. This may not matter so much with the deciduous teeth although lemon juice used constantly could conceivably erode them to the gum line before the permanent teeth appear. . . . Even lemon juice in water may produce severe etching of the enamel within 18 months (Proceedings of the staff meetings of the Mayo Clinic, vol. 22, page 81, March 5, 1947).

This is not to condemn the use of lemons but rather to offer a word of

caution against their injudicious use. Habitual users (as those who take lemon juice in water daily after arising) should have it well diluted and the mouth should be rinsed with water immediately after.

R. H. K. FOSTER, M.D.  
Associate Professor  
School of Medicine

St. Louis University  
St. Louis, Mo.

### SCHLUMPS AND SCHMOS

Sirs:

LIFE made a serious omission in its story on Nancy Walker and *Look, Ma, I'm Dancin'* (Feb. 23). You failed to spell correctly and to define "a schlump," except as a term used by Nancy to describe her friends.

The correct spelling is "schlump." There are many definitions, but here is the most generally approved: "A schlump is a guy who waits outside a revolving door until some vigorous person comes along to push it—so that he can walk through with his hands still in his pockets."

But schlump is a friendlier, more sympathetic term than "schmo," which has almost completely replaced "jerk." A schmo, of course, is a person who stands watching a machine make doughnuts, and 1) cannot understand the process, 2) cannot get up will power to leave. Even lower than a schmo is a "kroavney," a term discovered by Sports Columnist Dan Parker somewhere on Jacobs Beach. A kroavney is a person who goes up on the stage in radio quiz programs.

SIDNEY OLSON

New Rochelle, N.Y.

Sirs:

Is there an undercurrent of bad feeling in the U.S. toward its good neighbor Texas?

BUCKY USSERY

McKinney, Texas

Sirs:

. . . Neither the song nor the play *Look, Ma, I'm Dancin'* will be popular in the Republic of Texas, and probably all passports will be canceled in regard to same. . . .

PHIL CARSON

Houston, Texas

SIRS:

. . . PLEASE GET A COPY OF TEXAS HISTORY FOR MISS NANCY WALKER AND BILL ME FOR IT.

J. W. SLOSS

CITY SECRETARY

BROWNSVILLE, TEXAS

CONTINUED ON NEXT PAGE

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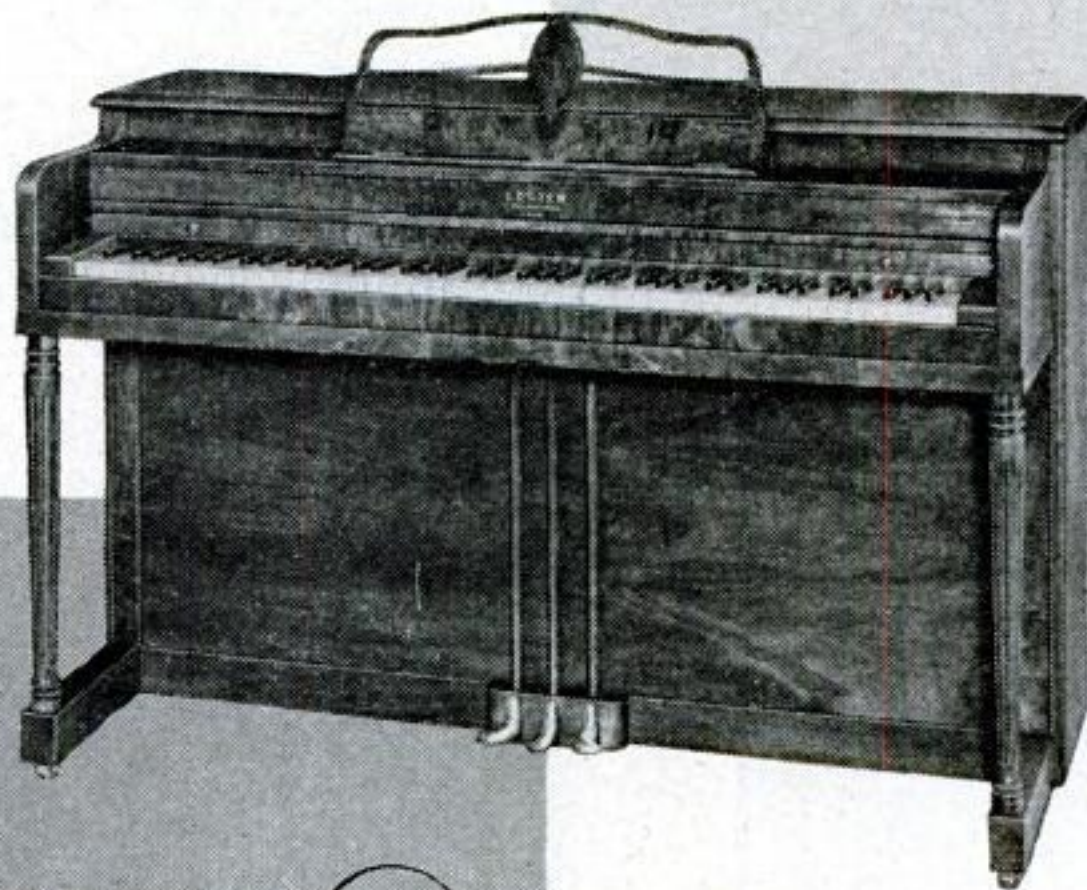
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handsome"



Want handsome hair? Listen. You can get your hair so darn good-looking, so well-groomed that gals will gather like geese going North. Just take...

**50 seconds to massage**—Feel that tingle! That's the alcohol in Vitalis stimulating your scalp. Different from those dressings that contain nothing but oil!

**Won't dry your hair**—The alcohol disappears, leaving a fine, protective film of pure vegetable oils evenly distributed over hair and scalp.

**Conditions your scalp**—Routs loose dandruff, helps check excessive falling hair.

**10 seconds to comb**—Man, what grooming! What a natural lustre! No greasy look—Vitalis contains no mineral oil. Get Vitalis today!



Product of  
Bristol-Myers

Vitalis and Sealtube are Bristol-Myers trade marks

**Vitalis** and the  
"60-Second Workout"  
to stimulate scalp...keep hair handsome

Your barber is an expert. He knows how to keep your hair handsome, stimulate your scalp. Ask him about Vitalis and the individual, sanitary Sealtube application.



## LETTERS TO THE EDITORS

—CONTINUED—

### SICILIAN BANDIT

Sirs:

You state that the picture of Giuliano, the Sicilian bandit (Feb. 23), was the first ever to be published. If you will look in the February issue of *True* magazine you will find the same picture there. This magazine was issued before yours.

ORLEY LILLY JR.

Grenada, Miss.

● LIFE bought the picture under the impression that it was an "exclusive." Only after LIFE's article had been published was it discovered that the photographer had disposed of an almost identical picture to *True* magazine—ED.

### LEAP YEAR LINGERIE

Sirs:

Your picture story of my Leap Year Lingerie (*LIFE*, Feb. 16) has had one nerve-racking repercussion for me. The "Telephone" petticoat had my



SUZANNE'S NEW PETTICOAT

shop's phone number on it. As a result we had more than 200 phone calls from your eager male subscribers. As a counteraction, I have given the shop model of the petticoat to Suzanne Dalbert who, as you can see, has made a necessary change.

JUEL PARK

Beverly Hills, Calif.

### BIG STRIKE

Sirs:

We liked your story, "Old Mike's Big Strike" (*LIFE*, Feb. 2), very much. But we're wondering if his partners, with their fabulous oil strike, aren't just trying to copy our friend, Tex Judson, who is on the air with us every Thursday night.

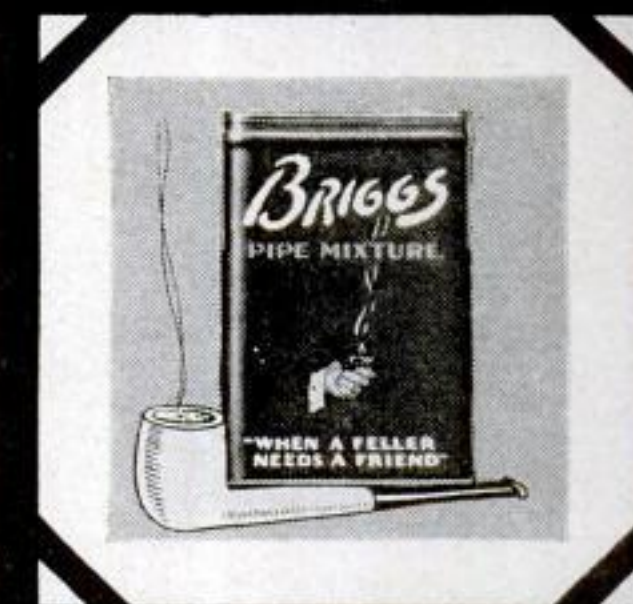
Tex thinks the U.S.A. is the United Suburbs of Amarillo and the Big Three means Dallas, Fort Worth and Houston. He is not sure just how many oil wells he owns. His last two 5,000-barrel-a-day gushers were brought in by his wife just this week when she 1) pulled a long-rooted radish from the garden and 2) missed the bucket while milking the cow. Judson also dabbles in stock raising. Although he ships a million head at a time to the Chicago stockyards, he never has had a single steer slaughtered. "When they step off the train and see they ain't in Texas," he says, "they jist dies of a broken heart."

GRACIE ALLEN  
GEORGE BURNS

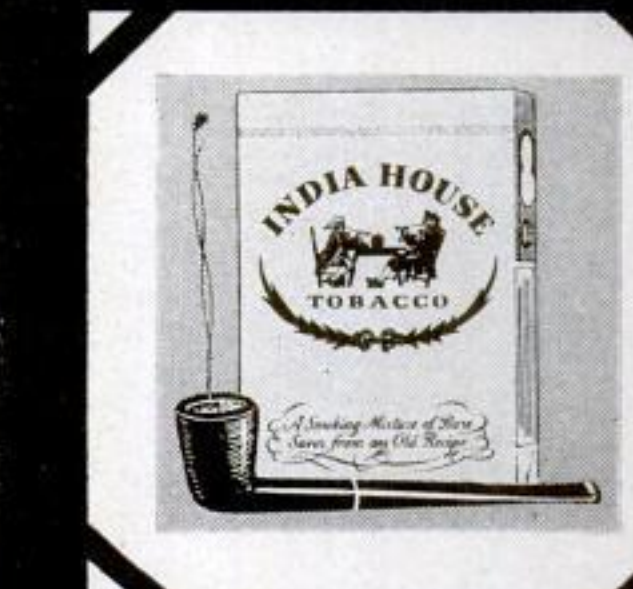
Los Angeles, Calif.

CONTINUED ON PAGE 28

An album of  
Smoking Pleasure  
in either package!



Aged for years in oaken casks...  
Full of richness...yet smooth  
and gentle. 15¢



A mixture of rare savour from  
an old "Recipe"...Full-bodied  
and nut-sweet. 25¢

PRODUCTS OF P. LORILLARD COMPANY



MARCH 13  
TO  
APRIL 10

See  
our page  
advertisement  
in this issue

... then see your Roblee dealer  
Roblee Division, Brown Shoe Company, St. Louis





## Why did Aunt Hallie wrap the ice in paper?

It made the ice melt slower, so she figured she'd save money.

You don't see today's Aunt Hallie rustling around trying to turn off her electric refrigerator. Housekeeping economy is just as important, but there's a difference . . .

*It costs so very little to run a refrigerator with electricity!* For an average family—less than a nickel a day.

You've helped make electricity so low in price by using it for more and more jobs. And the sound, business methods of the electric companies have made it more and more of a bargain, in spite of the rising costs of making and delivering electricity.

*Today, the average family still gets twice as much electricity for its money as it did just twenty years ago!*

*It is to your benefit to know the facts about your electric service, and to ours to have you know them. America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES\*.*

\*Names on request from this magazine

• Listen to the Electric Hour—THE HOUR OF CHARM, Sundays, 5:30 P. M., EST, CBS.





famous stars agree on this...

*"Cream for your hands as well as your face"*

Each one of these stars relies on a cream for soft white hands. Pacquins Hand Cream!

YOU CREAM your face for a smooth, soft complexion. Why not give the skin of your hands this same care?

Well-groomed women everywhere are switching to creams. Overwhelmingly to Pacquins. And now more women use Pacquins than any other hand cream.

"Why not, indeed! But of course!" say these famous stage stars, and they know. Knowing all the "hows" of skin grooming is a vital part of their profession. They must keep their hands soft, smooth, white, enchanting... eloquent!

Try this—starting tonight: Smooth on a dab of snowy-white, quick-melting, flower-fragrant Pacquins. Notice how your skin gratefully welcomes its soothing, smoothing moistness. Pacquins cream smooths away dryness, roughness.

And Pacquins isn't sticky or greasy. It disappears almost instantly. It's as delightful to use as its results are thrilling to see. A 12-second rub-on with Pacquins—morning and night—will keep your hands smooth, soft, lovely.



Nurse FRANCES ZALONIS says: "I always have a jar of Pacquins at the office because I scrub my hands 30 to 40 times a day. It takes a cream like this to protect my hands. And Pacquins was originally formulated for nurses and doctors."

for "dream" hands — cream your hands

with

*Pacquins*  
HAND CREAM

At Any Drug, Department, or Ten-Cent Store.



## LETTERS TO THE EDITORS

CONTINUED

### REVERSE TWIST

Sirs:

Orchids to Ralph Crane for the results of his trip to Mount Hood's Timberline Lodge ("Skiing," LIFE, Feb. 23). Onions to the person who reversed the plates prior to printing. Would you have us believe that all the women in Oregon lead their partners in dancing, that buttons are now being put on the right side of girls' sweaters and that more men are beginning to wear wrist watches on their right wrists?

THAWLEY D. HAYMAN  
JOHN R. KERR

State College, Pa.

● The picture was reversed. Negotiations are under way to send LIFE's left-handed ski editor to Arthur Murray's for some right-handed dancing lessons.—ED.

### NO COLLABORATOR

Sirs:

In a brief sentence under a picture of my wife ("LIFE's Visit," Feb. 23) I was described, no doubt out of misinformation, in an inaccurate way and I feel it necessary to correct the wrong statement about me.

1. If I was tried *in absentia* in my country, it was because I refused to appear before a half-Communist jury, inspired only by political hatred. This jury has now fallen into disrepute to the point of disaggregating. Its president has already resigned in disgust.

2. Even by such a prejudiced court I was not condemned as a collaborator. My political opponents reproached me only with my so-called "wrong" attitude in the U.S., which was, according to them, hostile to the French resistance.

It is enough to quote the last sentence of the testimony given in my behalf by the then Under Secretary of State, Mr. Sumner Welles:

"I can conceive of no one familiar with Mr. Chauteemps's activities during his stay in the U.S. who would not be convinced that he had acted in the patriotic interest of his country and against any form of collaboration with Germany."

CAMILLE CHAUTEEMPS

Chevy Chase, Md.

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# Love Eternal Dawns

with a LANE Cedar Hope Chest

*—Perfect Easter Love-Gift*



THE GIFT THAT  
STARTS THE HOME



(Top) No. 2221.  
18th Century Drawer  
Design in rich Hon-  
duras Mahogany.  
(Center) No. 2217.  
Gorgeous modern de-  
sign in wheat-color  
matched Mahogany.

Give your sweetheart the real love-gift—a Lane Cedar Hope Chest for Easter! Sanctuary for her trousseau, it whispers, "Our love is everlasting."

The only tested AROMA-TIGHT Cedar Chest in the world, with Lane's exclusive patented features. Backed by a free moth insurance policy written by one of the world's largest companies. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada, Knechtels, Ltd., Hanover, Ont.

## EASTER GIFT SPECIAL

No. 2231. Combines American Walnut with New Guinea and Zebra woods. Has Lane's patented automatic tray.

**\$59<sup>95</sup>**

*Slightly higher  
in the West  
and Canada*



# LANE Cedar Hope Chest

A Million Maidens Yearn for this Romantic Love-Gift

Lane Chests are priced at **\$49<sup>95</sup>**, **\$59<sup>95</sup>** and **\$69<sup>95</sup>** with still others up to \$119.95. Remember, Lane is the finest quality chest in the world. No wonder customers still outnumber the Lane chests available. If your dealer does not have your selection, place your order with him, now. Delivery will be made as soon as shipment arrives.

Copyright 1948, The Lane Company, Inc.





Startling...delicious...  
*Cheese Soufflé*  
 with a "top hat"!

#### How to make this KRAFT CLASSIC

1. Melt 4 tablespoons of butter or Parkay margarine in the top of a double boiler. Add 4 tablespoons of flour, 1 teaspoon of salt and a dash of cayenne. Add  $1\frac{1}{2}$  cups of milk, blending it in well. Cook over hot water, stirring constantly.
2. When the sauce is thick and smooth add  $\frac{1}{2}$ -lb. of the smooth-melting Kraft pasteurized process cheese of your choice, sliced; the famous Kraft American for medium-mellow flavor or, for sharper flavor, "Old English" Brand.
3. Stir the sauce until the cheese is melted. Remove from the heat and add 6 beaten egg yolks, stirring constantly. Cool slightly.
4. Carefully fold this cheese sauce into 6 egg whites beaten stiff but not dry. Cut and fold the mixture thoroughly but lightly so that it is well blended.

5. Pour into an ungreased 2-quart casserole. Now to make your soufflé puff up with a "top hat" as it bakes, do this: Run the tip of a teaspoon around in the mixture 1 inch from the edge of the casserole, making a slight "track" or depression.

6. Bake  $1\frac{1}{4}$  hours in a slow steady oven—300°. Serve at once. You'll amaze folks with your skill (needn't tell 'em how easy it was!) and delight everybody with this grand-tasting main dish.

For medium-mellow cheddar flavor most folks like best, get Kraft American in the 2-pound economy loaf or have your dealer cut sandwich slices from his 5-pound loaf. Half-pound sizes, too.

**Save Money!** Remember, ounce for ounce there is no other basic food that matches cheese for high-quality, complete protein... for calcium, phosphorus and other nutrients from milk.



Copyright 1948 by Kraft Foods Company

The world's favorite cheeses are made or imported by **KRAFT**

For salads, sandwiches and desserts always get the cream cheese that's *guaranteed* fresh, with the name Philadelphia Brand on the package. Made *only* by Kraft.

Lovers of *sharp, aged* cheddar flavor get "Old English" Brand. Grand for snacks and sandwiches. A Kraft pasteurized process cheese, "Old English" cooks fine, too.

It's mellow as old wine!... this natural golden Chantelle in the gay red coat. You will like it on crackers, in sandwiches... and put it proudly on your cheese tray!

A connoisseur's delight with salad or for dessert with fruit... velvety-crusted Casino Brand Camembert! Wrapped wedges come in a sparkling reusable transparent box.





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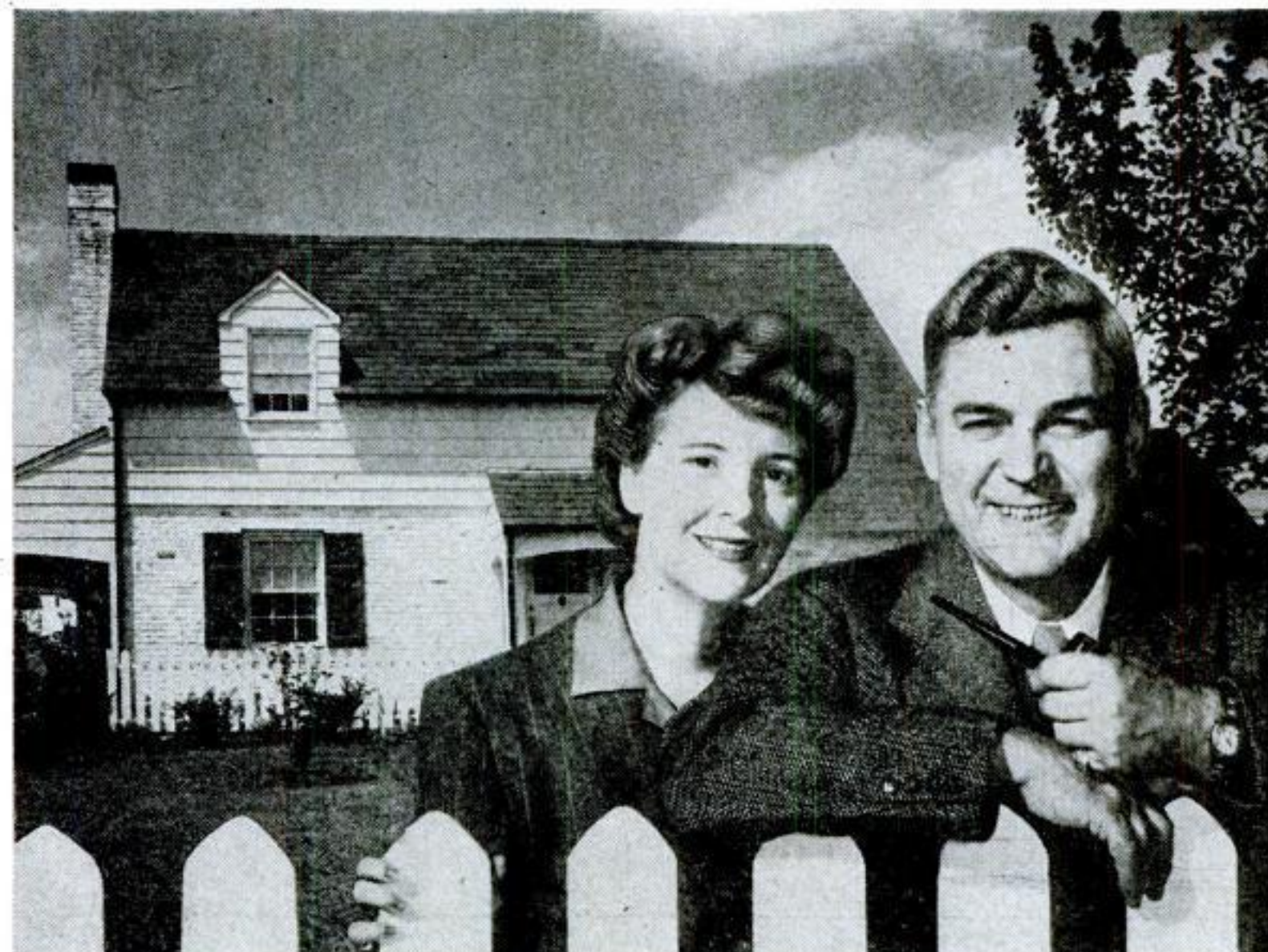
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## How we retired with \$200 a month

ANN WAS DRESSING for the theatre, and while I waited that night I leafed through a magazine. I remember the date—August 17, 1926—because it was my 40th birthday, and we were getting ready to celebrate it.

As I turned the pages, my eyes rested on an ad. Maybe the reason it stopped me was that just that evening at dinner Ann and I had been talking about the same thing . . . our hopes for the future.

After all, we were pretty much like a lot of married couples. We found it hard to put anything aside, found it hard to save. Money seemed to go out as fast as it came in. So, even in our happiest moments, there was always the worrisome thought this couldn't last forever. I was getting older. Someday I might not be able to keep on working so hard. What then?

There on the page was the answer. There was just what we needed. I read the ad through to the very end. It told about Phoenix Mutual Retirement Income Plans, and how we could get a guaranteed income of \$200 a month or more, beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either my wife or I lived!

When Ann came downstairs, I was tearing a little corner off the page. First coupon in my life I'd ever clipped. I stuck it in an envelope and popped

it in the mail on our way to the show.

Twenty years go by mighty fast! The crash . . . the depression . . . the war. I couldn't foresee them. But my Phoenix Mutual Plan was one thing I never had to worry about.

A few years ago, Ann and I celebrated my sixtieth birthday. And it was a very special celebration. For, shortly after, I got my first Phoenix Mutual check—and retired! Those checks will keep coming in, every month—not only as long as I live, but as long as Ann lives, too!

Now we can relax and enjoy our home as never before. We can do a lot of the things we always wanted to—like gardening, taking trips. All because I started my Phoenix Mutual Plan when I did—in time—while my earning powers were still at their best. You can do it, too.

### Send for Free Booklet

This story is typical. Wouldn't you like to make sure of your own future? Send the coupon and receive—by mail and without charge—a booklet that tells about Phoenix Mutual Plans. Assuming you qualify at a young enough age, you can get any income you want—up to \$200 a month and more—starting at age 55, 60, 65 or 70. Similar plans are available for women. So don't delay.

Don't put it off. Send for your copy now!

## PHOENIX MUTUAL

*Retirement Income Plan*  
**GUARANTEES YOUR FUTURE**

**PLAN FOR WOMEN**

PHOENIX MUTUAL LIFE INSURANCE Co.  
719 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name \_\_\_\_\_

Date of Birth \_\_\_\_\_

Business Address \_\_\_\_\_

Home Address \_\_\_\_\_

**PLAN FOR MEN**

PHOENIX MUTUAL LIFE INSURANCE Co.  
719 Elm Street, Hartford 15, Conn.

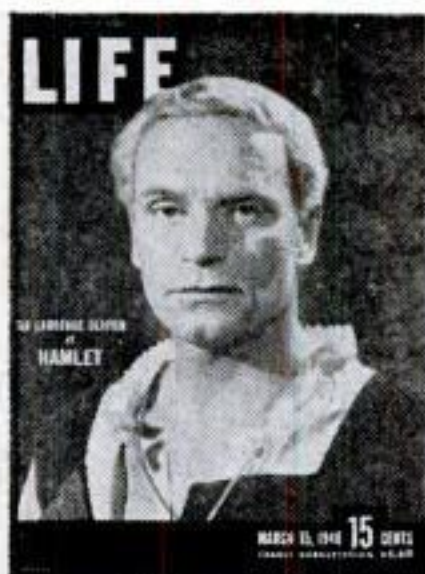
Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name \_\_\_\_\_

Date of Birth \_\_\_\_\_

Business Address \_\_\_\_\_

Home Address \_\_\_\_\_



### LIFE'S COVER

Sir Laurence Olivier, 40, was knighted last year, partly for his film of Shakespeare's *Henry V*. His newest movie is another Shakespearean drama, *Hamlet, Prince of Denmark*. Olivier's production of it is covered in an 11-page photographic essay beginning on page 117. His fans will notice that, in playing Hamlet, prince of Denmark, Olivier dyed his brown hair blond to look more Danish. Shakespeare fans will be interested to learn that, as director, he cut the play liberally, worked in a scene showing the drowning of Ophelia and omitted Hamlet's shiftless friends, Rosencrantz and Guildenstern.

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Joan Hyldoft's smile wins her a spotlight on the glittering ice —

*The Smile that Wins is  
the Pepsodent Smile!*



**Joan Hyldoft, Ice Ballerina**—spins and swoops under a solo spotlight in "Icetime of 1948" at New York's Center Theater. In her first big show, she is a star! Kansas-born Joan was once headed for a career as an athlete. She already held a blue ribbon for horsemanship, a state diving trophy from West Virginia and the Eastern States Figure Skating Championship, when her smile captured a beauty crown that changed her course. Now Joan's smile out-sparkles even the shining sequins she wears while she skates—it's a Pepsodent Smile! "I've always used Pepsodent," she says, "no other tooth paste makes my teeth so bright!"

**Do you have a winning smile?** If Pepsodent Tooth Paste has helped your smile and career—send your picture and story to Pepsodent, 141 W. Jackson Blvd., Chicago 4, Illinois. If used in our advertising you will receive regular professional model fees.

*Wins 3 to 1  
over any other tooth paste!*

You'll find people all over America agree with Joan Hyldoft. New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles. In recent tests, families from coast to coast were asked to compare New Pepsodent Tooth Paste with the brands they'd been using at home. By an overwhelming majority . . . by

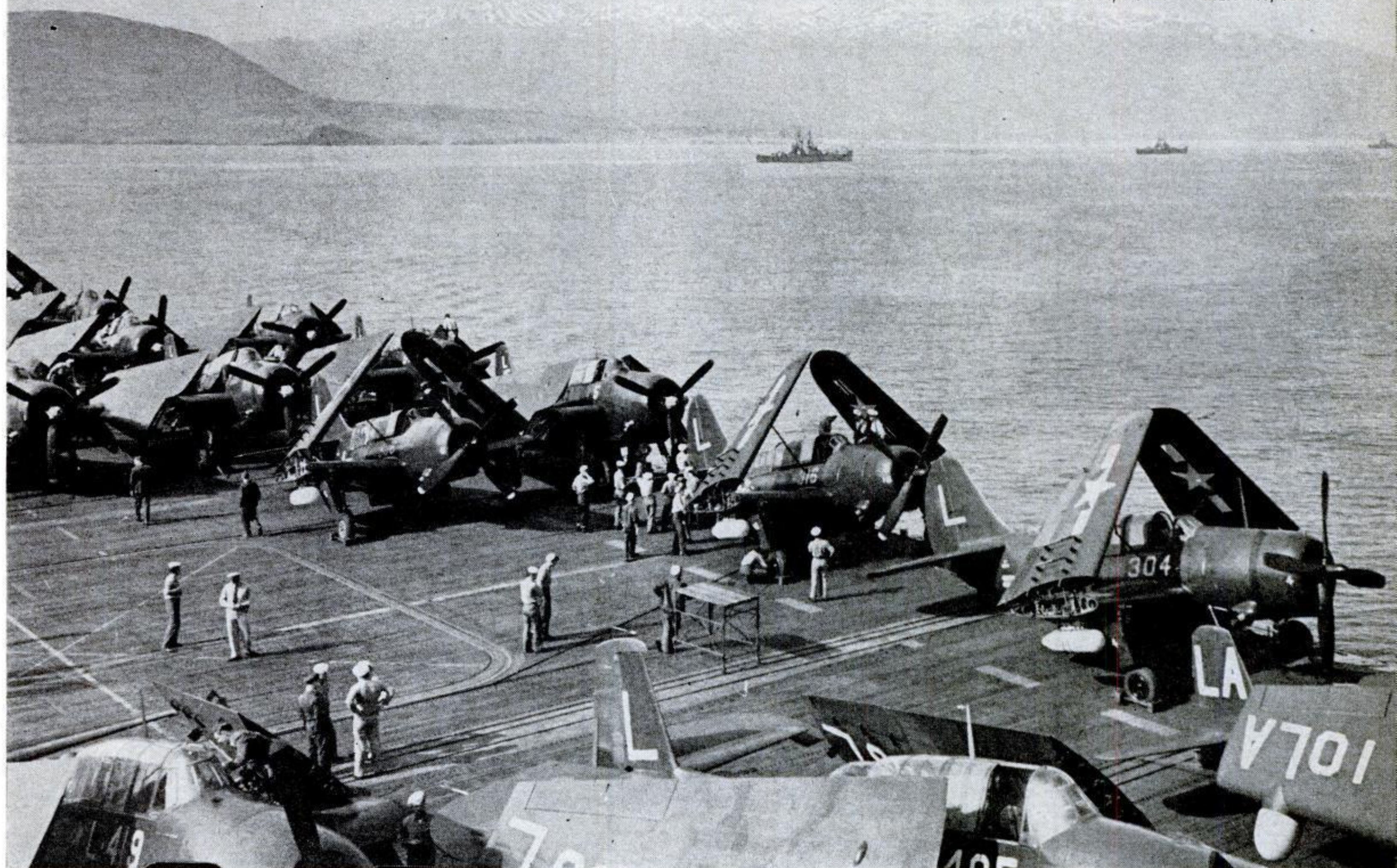
an average of 3 to 1 . . . they preferred New Pepsodent over any other leading brand they tried!

Yes, New Pepsodent won 3 to 1 for its cool, minty flavor . . . for making breath cleaner, and making teeth brighter! *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!*



ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY





REPRESENTING POTENT BUT UNCOMMITTED POWER, A U.S. AIRCRAFT CARRIER CRUISES THROUGH MEDITERRANEAN WATERS OFF MOUNTAINOUS ISLAND OF CRETE

## THE SHOWDOWN WASHINGTON BELATEDLY FACES UP TO MILITARY REALITIES ABROAD

Jolted by its own impotence in the fall of Czechoslovakia, the Truman administration last week was finally ready to heed the warnings of its military members. The grim fact was that it would take men and guns as well as dollars to halt the spread of Soviet Communism, and unless we were prepared to abandon the free world to Stalin, the moment for the showdown had come. This was the portentous news that awaited President Truman when he returned from his Caribbean vacation.

Despite U.S. supplies and military missions Greece was still under Red attack. Italy might be next on the Communist timetable. Top-level U.S. strategists decided that in the future Italy, Greece and Turkey would be regarded as an indivisible unit whose security is essential to the security of the U.S. The risk of an unmistakable show of force in the Mediterranean now might be worth while if it would prevent a world war later.

If the U.S. decided to make its stand in Greece, the Athens government would welcome American troops and supporting naval and B-29 units. But the Greek campaign was going badly (pp. 32-35) and it might take a half-dozen divisions to bring a quick end to the Soviet-backed guerrilla warfare.

In discussion of other possible "battlegrounds" it was recalled that when the last U.S. Army units left Italy in December, President Truman de-

clared, "If . . . it becomes apparent that the freedom and independence of Italy . . . are being threatened, directly or indirectly, the United States . . . will be obliged to consider what measures would be appropriate for the maintenance of peace and security." Did this mean the Army could return, with or without an invitation from the government? If it did, the U.S. might make its effort in Italy, particularly if the April elections indicated danger of a Red coup.

This did not even take into consideration the rising Communist threat in China (pp. 36-39). The reality was that the U.S. had barely enough men and machines to make a stand on one front, let alone two. Only five capital ships were in the Atlantic and Mediterranean. Only four-and-one-third infantry divisions and a few B-29s were ready for combat. Shocking as it must seem to the American people, they might—along with the State Department—have to substitute acceptance of partial mobilization and conscription for "viewing with alarm." For the time being, at least, they also would have to quit quibbling about their allies.

A high U.S. military leader said, "We ought to stop playing footsie . . . and come to the realization that any government opposed to Communism is on the team and deserves whatever support we are able to lend to the fight . . . There will be time to deal with the family problems later."



CABINET awaits the President at airport with news of crisis. Left to right: Marshall, Forrestal and Clark.



## THEY WARN GREECE MAY FALL



**SECRETARY FORRESTAL** (*left*), sitting beside Chairman Eaton, asks the House Foreign Affairs Committee for more money for Greece and Turkey. He pointed out that they barred Russia's way to "rich resources of the Near East" and he warned that if either country fell to Communists, it "could have military consequences."



**SECRETARY MARSHALL** told Senate committee guerrillas are "supported from neighboring countries" in the Soviet sphere. He urged increased military aid to discourage "more overt aggression", warned that if Greece and Turkey fall it would "greatly weaken" anti-Communist resistance in nations we plan to help under ERP.



**DWIGHT GRISWOLD**, the head of the mission, was optimistic with reporters before leaving, recently said program was lagging but that it would be helped by "a few military victories." Effectiveness of program was weakened by friction between him and Ambassador Lincoln MacVeagh, who was assigned to Portugal last week.



GREEK SOLDIERS FIRE BRITISH 25-POUNDERS AT GUERRILLA STRONGHOLD IN MOUNTAINOUS ALBANIAN BORDER

## GREECE

**In sporadic battles with guerrillas  
harassed army is getting nowhere**

The U.S. program is failing in Greece. Its laudable intent, when it was proposed as the Truman Doctrine just one year ago, was to help the elected Greek government by furnishing goods and money to rebuild the economy and furnishing arms and military advice to fight the Communist guerrillas. But this month, as administration officials asked Congress for more money for the program (*left*), they freely admitted that so far the program was inadequate.

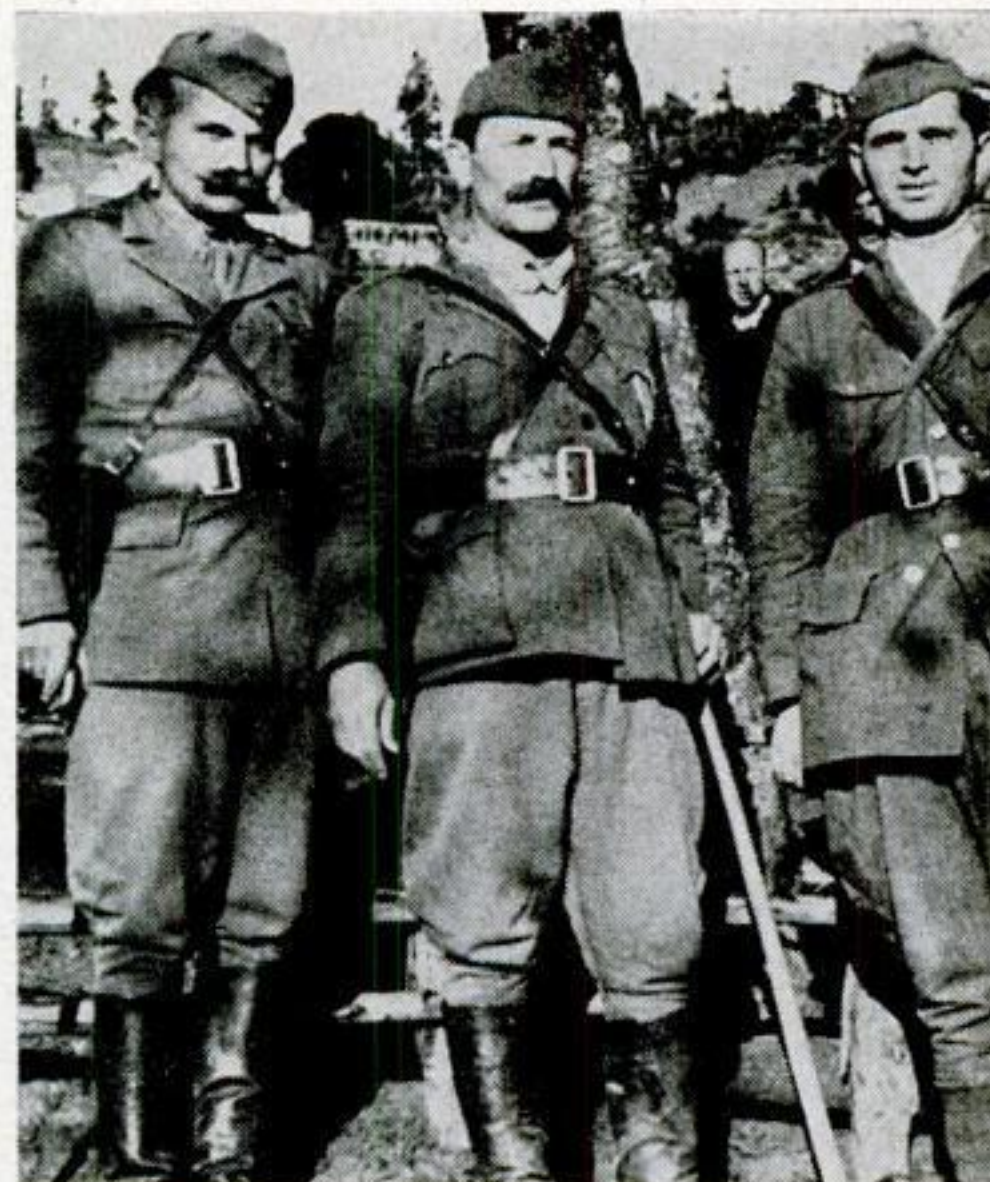




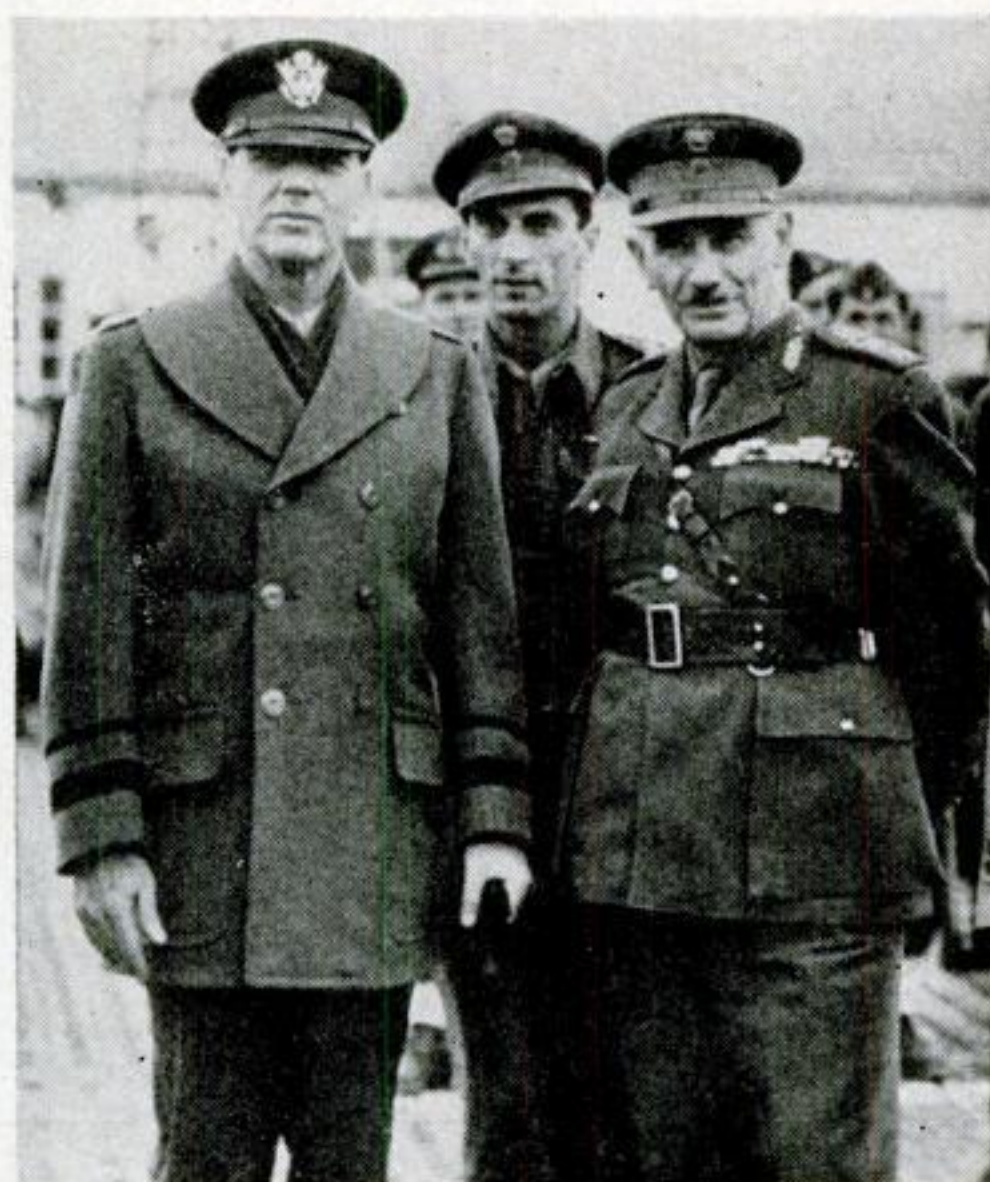
COUNTRY NEAR KONITSA. THE TOWN RECENTLY WAS RESCUED FROM GUERRILLA SIEGE IN NINE-DAY BATTLE

The U.S. has learned that the economic reconstruction (*next page*) cannot be successful until the military campaign is. To speed up this campaign Lieut. General James Van Fleet, a tough-minded Army trouble-shooter, has been sent to Greece as the new boss of the military advisers. He faces a formidable job. So far the Greek army has been woefully inefficient. Many officers take the cynical attitude that if we want them to fight our war against

Russia we will have to give them unlimited supplies. When a U.S. officer suggested a cavalry attack at night, the answer was, "We never move cavalry at night. Horses fall down. . . ." Even worse is the problem of fighting guerrillas who swoop down on villages, then disappear into the hills. As a result, day after day the army combs the mountainous countryside asking where the guerrillas are. The answer invariably is "everywhere and nowhere."



**GUERRILLA LEADER** "General Markos" (*center*) commands some 24,000 raiders. Many guerrilla prisoners admit receiving support from Albania and Yugoslavia.



**TOP U.S. ADVISER** General James Van Fleet (*left*, with Greek general) gave Greek army a pep talk, asked the guerrillas to surrender and "save all this bloodshed."



**BATTLE PLANS** are discussed in Salonika area by U.S. and Greek officers who are wearing British uniforms. U.S. officers now are advisers in every unit from division up.





**U.S. JEEPS** wait in a vehicle park to be used by the Greek army. But because of the boulder-strewn roads in mountain country the demand for parts, especially springs, has been tremendous.



**USELESS PUMPS** (above), sent by UNRRA last March, were the wrong kind, have rusted ever since. Below: Greek workers lay pierced steel planking to improve Sades Airport at Salonika.



## The Showdown CONTINUED

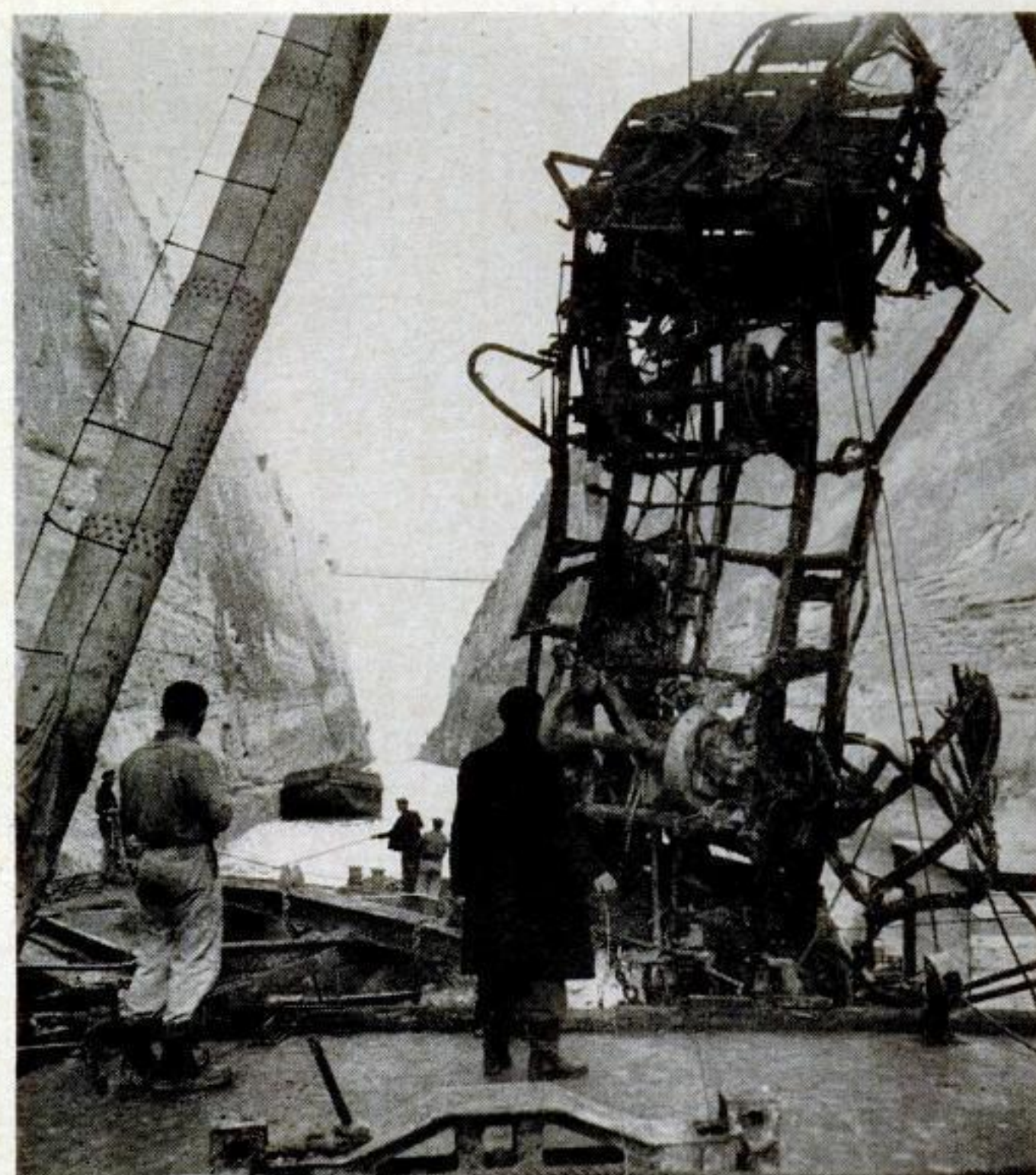


**ROYAL FAMILY** is headed by King Paul, who has been inactive because of ill health. His wife Frederika has done relief work and visited the front lines.

## U.S. MONEY GOES FOR ARMS, RECONSTRUCTION AND RELIEF

Since July 1947 the U.S. has spent about half of the \$129 million allotted for civilian reconstruction. The ancient Corinth canal is being cleared out; airports are being improved; we have sent road-building equipment, medical supplies for the victims. All this has helped little.

The reason is that as long as the army's campaign is ineffectual, the guerrillas wipe out most of the good the U.S. can effect. Huge quantities of food have been earmarked for the battle areas. But in the "insecure" towns none of it is handed out because the raiders would immediately steal it. So the women in these towns, most of whose men have been taken away, gather their children and start the long trek south. There they join ever-increasing hordes of civil-war refugees, too many to feed, clothe and shelter. Though anti-Communist at first, they are weakening. Every time they see an American, they ask the same plaintive question, "Where is this American aid? The Communists told us it would never arrive and we did not believe them. But now—where is it?"



**CLEARING CORINTH CANAL**, U.S. technicians direct job as derrick hauls up wrecked railway car. In World War II Germans blew up canal bridges.





**TWO WAR VICTIMS** are Margarita Vassilou and her hungry 6-week-old baby who still has the strength left to cry. Evacuated from their home when guerrillas attacked

the town, Mrs. Vassilou, her six children and her husband live in an old railroad car in Veria. Brush lean-to at left shelters the one horse they were able to bring with them.



## THEY URGE ARMS FOR CHINA



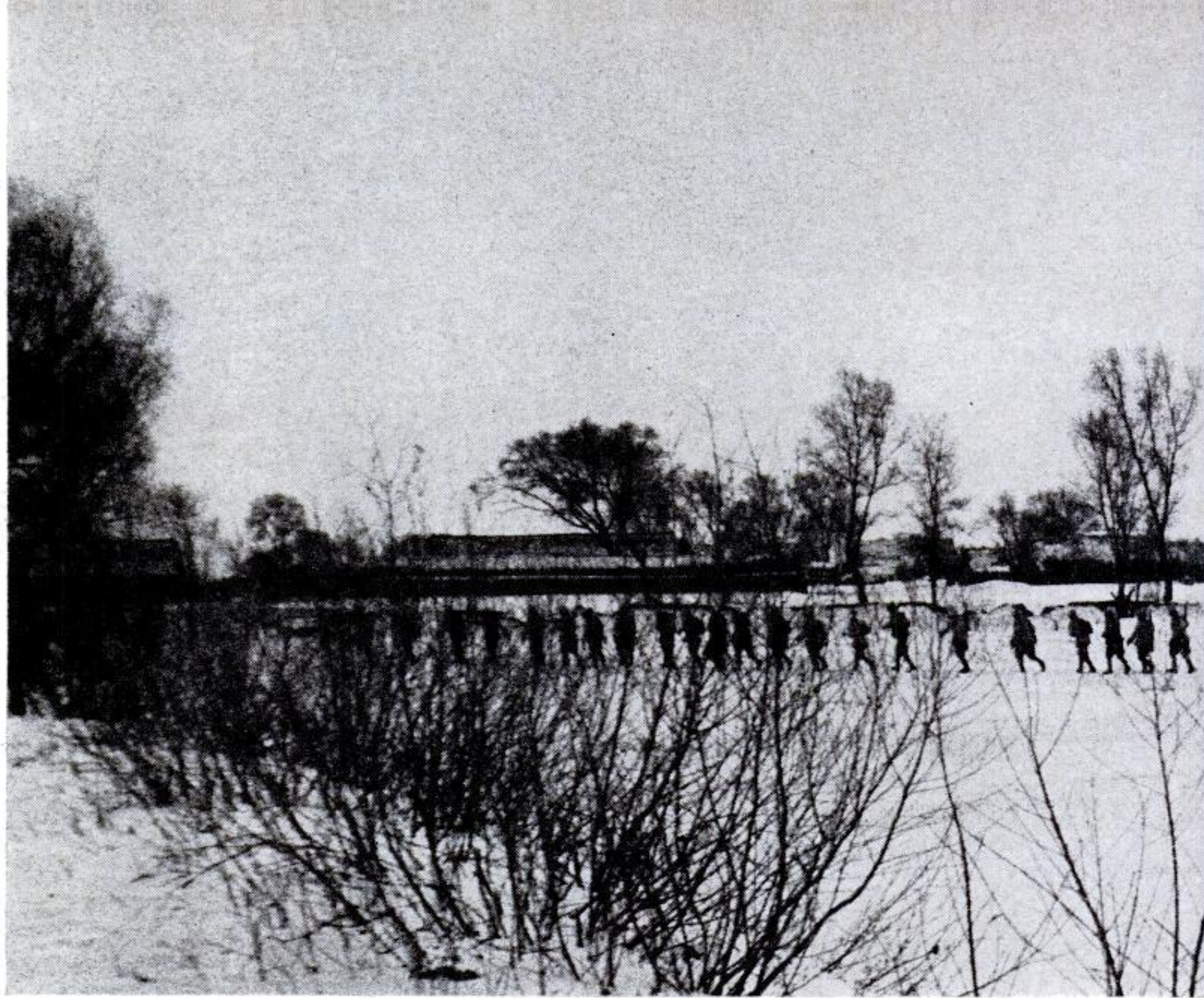
**GENERAL MACARTHUR** (above, left, with Lieut. General Robert L. Eichelberger) cabled House Committee, "Friendly and searching as our interest may be in the reformation of China's... practices... maintenance of China's integrity against destructive forces which threaten her... is of... more immediate concern."



**WILLIAM BULLITT** (right) tells the House Foreign Affairs Committee under New Jersey's Representative Charles A. Eaton that China should have \$100 million in military aid immediately. He also urges sending either General MacArthur or General Mark Clark to help Chinese organize their defenses against Reds.



**GENERAL WEDEMEYER** (left) calls for prompt military assistance to Generalissimo Chiang Kai-shek's government, tells Representative Eaton and committee, "I predict that if we don't take appropriate steps to stop this Communist conflagration, we are going to pay in blood. We must calculate the cost in blood."



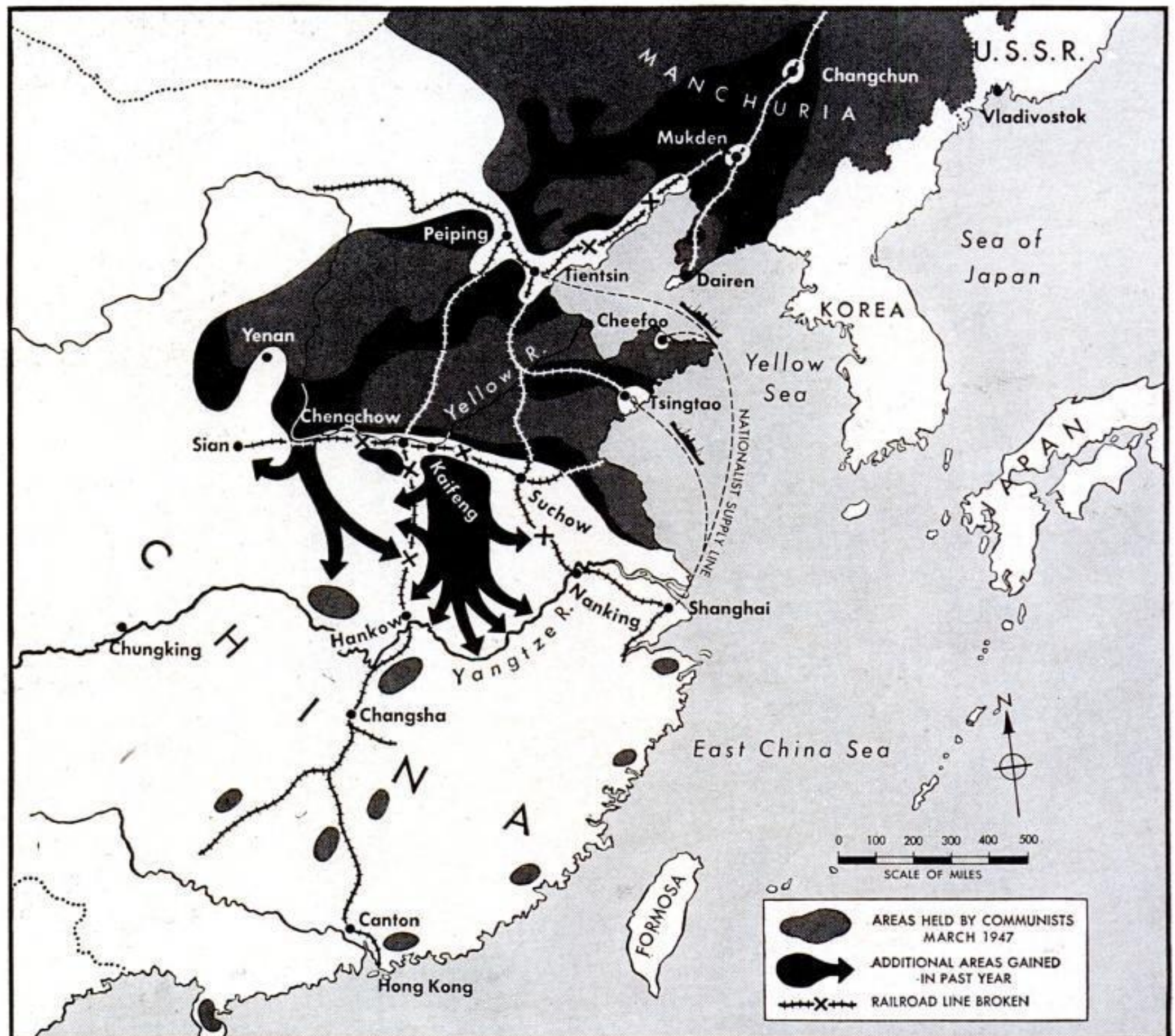
SOLDIERS OF THE 88TH REGIMENT PLOD ALONG AN ICY ROAD NEAR MUKDEN ON ANTI-COMMUNIST PATROL.

# CHINA

While the U.S. talks about reform,  
the Communists are winning the war

In the spring of 1945 the Japanese invaders of Asia held all of Manchuria and nearly one third of China proper. Last week—less than three years after liberation—Manchuria again was all but lost, and at least one quarter of the Chinese heartland had fallen under control of Communist forces equally hostile to the Chinese government and the U.S.

Chinese Nationalists still held Manchuria's capital, Changchun, and Mukden, its great metropolis.



**COMMUNIST GAINS** have blotted out nearly all opposition in Manchuria and have included new drives as

far south as the Yangtze. Not all Red areas shown above are organized but Nationalists are denied use of them.





THESE MEN, TRAINED IN BURMA'S HOT JUNGLES UNDER GENERAL STILWELL, ARE FIGHTING TO SAVE FEW STRONGHOLDS NATIONALISTS HAVE LEFT IN MANCHURIA

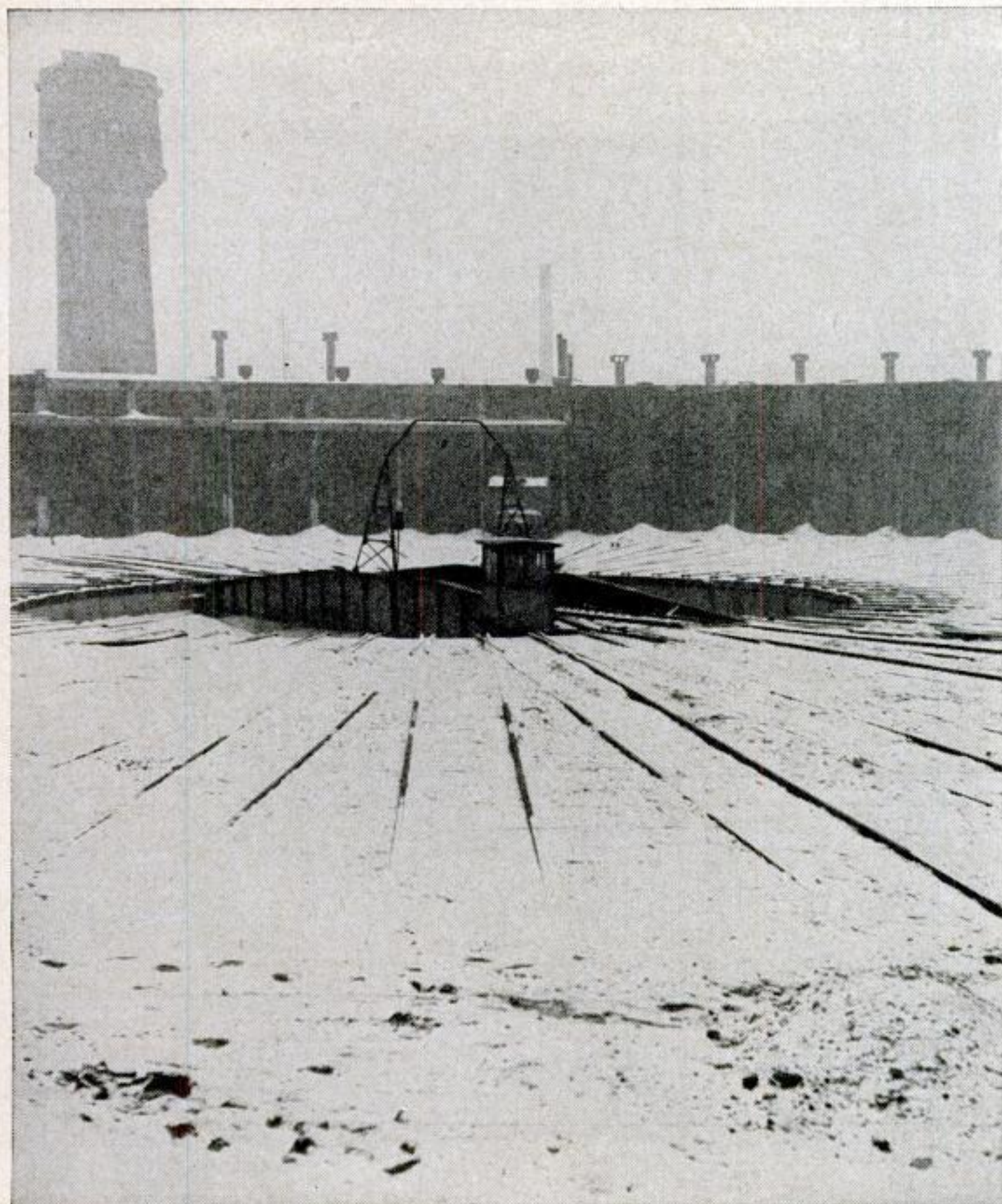
Nationalist troops patrolled the suburbs (*above*) in a narrowing circle, but the streets were desolate and the city itself was doomed. When it fell the Nationalists would have lost the key to all of Manchuria's fabulous wealth in iron, coal and industry.

In one year's time the Communists had made most of North China untenable and had driven to the banks of the Yangtze (*map below, left*). Even the deep south was spotted by local revolts and Red

agitation, while war born inflation hit astronomical new highs in Shanghai and Nanking. What was the U.S., which had spent thousands of lives and millions in treasure to smash Japanese imperialism, doing to help China in this new peril?

Not much, although last week in Washington three distinguished witnesses (*left*) warned of the futility of fighting Communism on the front porch of Europe while leaving the Asiatic back door open.

Former Diplomat William C. Bullitt and General Douglas MacArthur urged military support of Chiang Kai-shek. So did Lieut. General Albert Wedemeyer, a China veteran who confessed an "honest difference" with his old commander, Secretary of State George C. Marshall. Unless Chiang Kai-shek got guns and bullets now, the "reforms" Secretary Marshall advocates in the Chinese government probably would be of the type exported from Moscow.



**MUKDEN RAILYARDS**, which once handled 50 or more trains daily, are barren now. Communists have cut all major rail lines and only a few short-haul trains are operating.



**MUKDEN BUILDINGS** have fallen into disrepair. Lacking coal for central heating, residents have installed tiny charcoal burners whose stovepipes jut through windows.





A RAGGED REFUGEE, HANDS TREMBLING WITH COLD, GRASPS HIS DAILY "MEAL" OF GRUEL

## The Showdown CONTINUED



THESE WOMEN PRISONERS WERE "COMFORT GIRLS" FOR CHINESE REDS

## BESIEGED MUKDEN IS SUFFERING FROM COLD, HUNGER AND FRIGHT

Even if U.S. military help comes in time to halt the Communists in China proper, there now seems little hope of retrieving Manchuria. Assisted by the coldest winter in 36 years, the Communists have pocketed the Nationalists in a few icy cities. All winter long the once-splendid metropolis of Mukden has had no wood, no gas, no fuel oil and virtually no coal. Only one of the city's 14 soup kitchens has been able to operate, serving a few hundred bowls of bean and millet gruel each day to tattered refugees (*left*). Many have starved.

The more fortunate, those with means or influence, have left encircled Mukden when they could by airplane (*below*). But death sometimes has overtaken them, too. Twenty-six were killed recently when a C.N.A.C. plane, carrying a tremendous load of 60 persons, recently crashed on taking off from Hun Ho airport (*opposite*). The dead lay for a long time where they had fallen, under the powdery, drifting snow.



**EVACUATION PLANE** is jammed far beyond capacity by Chinese fleeing Mukden's misery. In their desperate eagerness to save a few of their possessions, Chinese dodge

baggage limitations by wearing vast quantities of clothing. One woman came aboard dressed in two of her husband's suits and wrapped in sheets, tablecloths and towels.





SNOW SWIRLS OVER BODIES OF MUKDEN REFUGEES KILLED  
WHEN THEIR OVERLOADED PLANE CRASHED DURING TAKE-OFF



# CUSTOMS UNION WITH CANADA

## CANADA NEEDS US AND WE NEED CANADA IN A VIOLENTLY CONTRACTING WORLD

Canadians are the closest friends we have in the world, and they are in serious economic trouble. From the U.S. they need, and deserve, considerably less apathy about their plight. More than that, they need complete and permanent economic union with the U.S. The U.S. needs this too, and so does the future of a healthy world.

Many Canadians, rightly proud of the distinctive nation they have built, will fear the political consequences of an economic merger. Many will believe it would be damaging to Britain. But Canada's political integrity is not the issue here. Canada's ties with Britain are of the heart, transcending the pocketbook. However the logic of history is forcing Britain into closer ties with the European continent, and so Canada's economic future lies with ours.

We are confronted with a new situation which U.S. and Canadian citizens alike are reluctant to face up to. It is that the world order policed by Britain, which permitted Canada and the U.S. to develop their separate cultures pretty much apart from the world's tensions, has disappeared. It is a violently contracting world now, forcing all of us into new responses. A time when military strategists look at the top of the world and see that Canada is the only country between us and Russia is no time to base our judgments on the circumstances of 1912. So let us look at the Canadian problem, not to argue, just to learn.

### The Trouble

The sixth-grade geography books always told us that Canada was the world's foremost farmer. She had well-developed markets in Britain and on the European continent. But most of the geography books were printed before World War II, so they don't tell of the tidal wave of British orders for war goods or of the engulfing flood of U.S. war contracts, and subcontracts. These made Canada the world's fourth greatest industrial power.

And this wartime industrialization, with its higher wages and profits, brought Canada a 40% rise in living standards. When the war ended the Canadians naturally wanted to keep right on, like a 20-year-old air force general.

Canada thought she saw a way. She had the farm and factory production; she also had plenty of customers. England signed up a four-year agreement for most of Canada's grain at \$1.55 a bushel. This price looked good until U.S. farmers began getting twice as much and Perón held out for \$5. However all Europe clamored for Canada's new industrial production, and price seemed no barrier.

Naturally prices are less bothersome when you count your money as though it were cigar-store coupons. And that's what Canada's foreign exchange might just as well have been when Canadians tried to spend it for the U.S. fruits and nylons and gadgets that go to make up a 40% better living standard.

But the Canadians even had an answer to that. They had a wartime accumulation of the U.S., or "hard," variety of money. So Canada merrily expanded her plants and shipped more goods overseas. In this Canada believed she was serving the cause of humanity, as she was. She

exerted a much greater effort, per capita, than did the U.S.

All this necessitated buying a steady flow of coal, oil, machines and raw materials, in addition to luxuries, from the U.S. Canada, always our best customer, became a super de luxe customer. Still her dollars held out.

### Dawn, Cold and Gray

Then, one morning in the middle of last November, Canadians awoke to find that they could see the bottom of their dollar barrel, and that their government had responded by trimming the outgo. Canadians who want to buy U.S. machinery have to get special government permission. If Canadians want to play in Miami they have to figure how to do it, round trip, all expenses, for \$150—a neat trick.

That rise in living standards is being cut back. The party is over; it hurts. In their less logical moments the Canadians gripe at the U.S. But we must all realize that radical changes have come to the world economy. For example Britain, who once so very largely clothed the world with textiles, is now hard pressed to decently cover her own people, let alone export enough to pay for her food. The only safe assumption for Canada is that Britain and north-west Europe will be places of austerity, striving for greater self-sufficiency even in food, for some years to come. Even when they do recover, it may be to find populations, which means consumers, permanently depleted by extensive migration.

So, Canadians cannot count upon European recovery to bring them quick or even steady economic improvement. A little help may accrue to Canada from the Marshall Plan in that the 16 recipient countries will have some "free" dollars with which to fill needs from Canada. But the number and the use of these dollars will be closely controlled in Washington.

The true long-term answer for Canada is to export more food and manufactures to the U.S. That answer has been evident for many years. But Canada and the U.S. always had some quarrel or other, from the time Canada refused to join our Revolution on through the fur seal controversy and the Alaskan border bitterness, down to the turn of this century. Then Washington and Ottawa decided it was time to patch things up. Teddy Roosevelt, followed by William Howard Taft, worked a reciprocal trade agreement with Canada. It was a good agreement and was actually approved by the U.S. Congress in 1911. But certain indiscreet Americans began to talk about admitting the Canadian Provinces as states. This so disturbed the Canadians that they elected a new parliament which refused to approve the treaty.

The door was held open until 1922 when, in a burst of ignorance about how a creditor nation should act, the U.S. Congress passed the regrettable Fordney-McCumber tariff. The U.S. reopened the question in the mid-1930s, but by that time the damage had been done. For to get inside the Imperial Preference tariff wall, U.S. manufacturers had opened branch plants in Canada. So then, as now, when Canadians wanted to increase their exports to the U.S. they had to figure out such things as how Ford

of Windsor could compete in Omaha with Ford of Dearborn.

The wartime Hyde Park agreement between Mackenzie King and Roosevelt sent a new flood of war goods into Canada, for use against the common enemy. Today the enemy is hunger, despair, anarchy, Communism. Canada's surplus foods and manufactures are unquestionably needed in this new sort of war. Since Canada herself has shown that she cannot fiscally operate in today's world, and since Britain is fiscally impotent, it is up to the U.S. to act. Doing so, we will not only employ Canada's considerable resources but also lighten the impact on our own food and industrial output.

### Union Now!

The step we should take is a complete U.S.-Canadian customs union. This means that a manufacturer in Hartford would have no more trouble buying or selling in Toronto than in Chicago. Nor would a Canadian farm-machinery maker think more of selling an implement in Iowa than in Manitoba.

Obviously this would mean some initial upset on both sides of the border, and some absorbers might have to be provided for that shock. But the long-term gain would make these upsets seem as trifles. It might open the way, for example, for a considerable movement of U.S. heavy industry to the new iron discoveries in Canada's Côte-Nord as the Mesabi Range peters out.

The important thing is to start thinking and acting as partners and not as rivals. The rate and degree of economic integration that is mutually desirable cannot be computed exactly in advance. Timing is perhaps the most important thing. It must be quick enough and thorough enough to rescue Canada, but slow enough to minimize damage to Britain. And it must be permanent. Canadians must not be left apprehensive about a reversal of U.S. policy.

Britain is already compelled to find more and more of her economic salvation within the European orbit. In her new position Britain will probably be the first to see that in the 20th Century Canada's lot is inevitably cast with that of the U.S. and so give a mother's blessing to the union.

Political integration may be desirable, and welcome, someday, but it is not now an issue. Economic union makes sense now. It is urgent and desirable for both countries. Who's against it, and why?

### PICTURE OF THE WEEK: ➔

The troubled romance of exiled King Michael of Romania and Princess Anne of Bourbon-Parma ran into more difficulties last week. Because Michael is Greek Orthodox and Anne a Roman Catholic, their mothers saw Pope Pius XII to get a dispensation for the marriage. But, according to a Catholic news service, the Pope ruled that Michael must agree to rear his children in the Roman Church. That might mean relinquishing claim to the traditionally Greek Orthodox throne which Communists forced him to leave. Michael promptly sailed for the U.S. (alone), after declaring 1) he still considered himself King of Romania and 2) he still wanted to marry Anne.



MOTHERS OF MICHAEL AND PRINCESS ANNE LEAVE VATICAN  
AFTER POPE REFUSES DISPENSATION FOR ROYAL MARRIAGE







**STRIPPING FOR THE STUDENTS,** Stormy takes off a tight skirt. A moment later the crowd's mood changed from amusement to rage. While one group hustled Stormy

toward the pond, others pursued the musicians around the campus. None escaped unscathed, although the bass-fiddle player somehow managed to salvage his instrument.





**IN A NIGHTCLUB** Stormy dodges an excited customer. "Sometimes," she said, "respectable guys lose their heads."



**ON COVER** of magazine, Stormy stimulates circulation. More than 4,000 copies of this issue were sold.



**ON THE CAMPUS** at L.S.U., Stormy autographs *Pell Mell* cover for student. Student director objected to this activity.

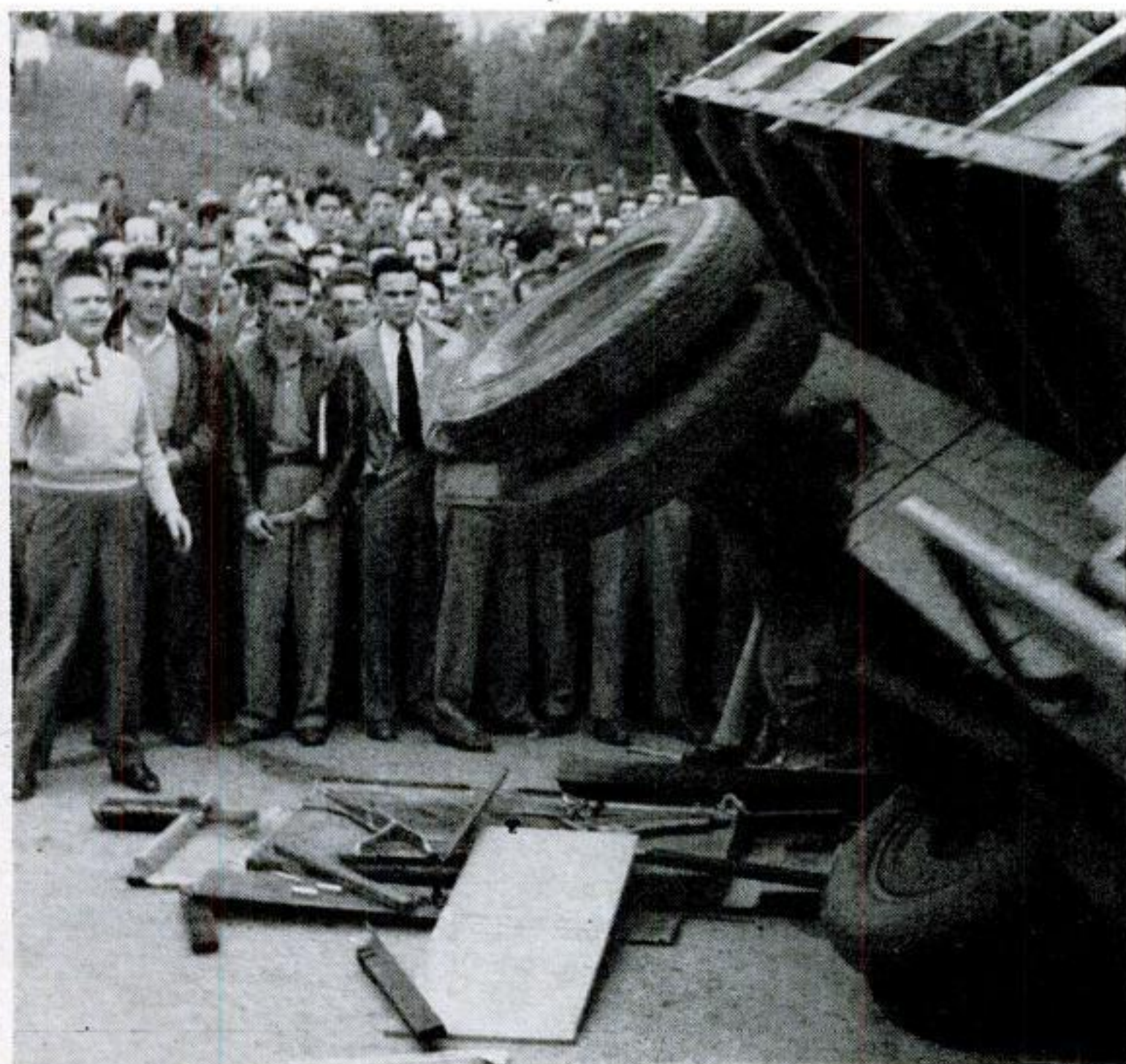
# THE STRIP-TEASER AND THE STUDENTS

**"Stormy's" act for the Louisiana State University humor magazine backfires and turns into a campus riot**

The big trouble at Louisiana State University began late last January, when the staff of a callow campus humor magazine called *Pell Mell* found out about a New Orleans French Quarter strip-teaser named Stacie ("Stormy") Laurence. Although they were tardy in recognizing Stormy—she is so much of an institution that even the mayor feels obliged to display her after he has shown visitors the old cemeteries and the iron balconies—they soon made up for that. To bolster *Pell Mell*'s circulation the enterprising editors turned Stormy into a cover girl (above, center) and dedicated an issue to her. Then they brought Stormy onto the L.S.U. campus, where she autographed copies of *Pell Mell* so effectively

that circulation went up to more than 4,000 among 9,000 students. But the hackles of L.S.U.'s director of student life, J. Perry Cole, also went up, and he banned the magazine—and Stormy—from the campus. Undaunted, Stormy returned on March 4 accompanied by her nightclub orchestra and a truck, in the cause of art and to show her scorn for Director Cole. Before a big crowd, alive with conflicting shouts of "Hurry up, we'll be late for class!" and "To hell with classes!" Stormy began to strip. But just as she reached a critical stage (*opposite*), up rose a mass of righteously indignant students who used her most ungenteelly. They toppled her truck, manhandled her musicians and flung Stormy into a

nearby pond. Stormy's pianist was discovered some time later hiding under a bed in a men's dormitory. Her bass-fiddle player miraculously escaped through the crowd with his instrument and left the vicinity secretly in the back of a hastily commandeered ice wagon. By nightfall relative quiet was restored and Stormy was released by state police, who had taken her into protective custody. That evening Stormy appeared for work in her nightclub decorated with bandages, and most of her musicians straggled in from various points of refuge to play for her. However the saxophonist stayed home to nurse a bruised jaw, and the trumpeter called in to say that he would not be on hand either. His mother refused to let him go out.



**OVERTURNED TRUCK** was left behind by fleeing musicians when crowd got out of hand. Beneath the wheels are the remains of a piano which was torn apart for souvenirs.



**DRENCHED DANCER** is led away to safety by campus police. As she emerged dripping from the pond where students threw her, Stormy acidly said, "Boys will be boys."





MARTHA TAFT (CENTER) GASPS AT SHARP QUESTION AS WASHINGTON NEWSMEN ADAMS, CHILDS AND SPIVAK LAUGH. MARTHA ROUNTREE (RIGHT) RUNS PROGRAM

## MARTHA TAFT MEETS THE PRESS

Martha Bowers Taft, wife of Republican Presidential Candidate Robert A. Taft, is the mother of four children, belongs to the League of Women Voters and looks like many other Cincinnati club-women. But the appearance is deceptive.

She is a veteran campaigner who stumped 77 of Ohio's 88 counties in the senatorial election of 1938 and once even charmed an audience of hostile coal

miners. Today she is known as a better vote getter than her husband. In Washington on Feb. 27 on a radio program called *Meet the Press*, she again demonstrated that she is wittier and faster on her feet than most professional politicians.

With four reporters publicly interviewing her, the program started off with Mrs. Taft on the defensive. The newsmen tried to trap her into con-

tradicting herself on political issues of the day. But she couldn't be trapped. Then they tried to catch her with questions about her husband. She couldn't be caught—even when Phelps Adams asked, "Mrs. Taft, some of your husband's critics have insisted that he's a very difficult man to get along with. . . ." After a meaningful gasp Mrs. Taft replied with a good-humored, "Oh pooh."



**SWEET REASON** results when she is asked about Henry Wallace's idea that 1) the U.S. get a new president, 2) he be someone who will see Stalin. Mrs. Taft's answer: "The first half of that suggestion I would take."



**STARTLED LOOK** is caused by the highly personal question, "What is your husband's most irritating habit?" To this Mrs. Taft answered candidly, "Forgetting to do the things I tell him to do on the way to the office."



**DARK SCOWL** clouds her face when subject of the new White House balcony is brought up. Mrs. Taft's suggestion: Truman should have balcony made portable so that "he can take it back to Missouri with him."





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Victrola 711V3 plays on AC. Your choice of hand-rubbed walnut or mahogany finish. Ample space for records.

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For radio, you have standard, ocean-hopping short wave *plus* the clear, static-free beauty of RCA Victor Frequency Modulation. For records, there's a fine automatic changer. Listen as it plays the great new RCA Victor album of Beethoven's *9th Symphony*. Pile on as many as twelve 10 inch records. Hear how quietly, quickly the changer operates... how marvelously beautiful the music sounds! RCA Victor's "Silent Sapphire" pickup brings you *pure music*—no hiss or needle chatter, no needle changing.

Yes, there's musical magic waiting for you at your RCA Victor dealer's... brilliant performance of radio and records... in this superlative Victrola 711V3. It's a life-long value.

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## Drink of the hour

**T**HIS hourglass can't, of course, tell you when cocktail time arrives . . . But it does offer a very good suggestion for that particular hour—namely, that you ask at your favorite bar for a Four Roses Old Fashioned.

Many people tell us there is no other drink quite so soul-satisfying and heart-warming. And *that*, we believe, is because there is no other whiskey with the

distinctive flavor and mellow smoothness of Four Roses.

So, when cocktail time comes for *you* today, why not make a Four Roses Old Fashioned your "drink of the hour"?

Fine Blended Whiskey—90.5 proof. 40% straight whiskies, 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

## FOUR ROSES



**AMERICA'S MOST FAMOUS BOUQUET**







AT A MASS MEETING IN WINCHESTER, MASS. JOHN HANLON (IN SHIRTSLEEVES) IS SWAMPED WITH BED SHEETS FOR BELGIUM BY HIS ENTHUSIASTIC NEIGHBORS

# BELGIANS GET BACK THEIR BED SHEETS

Winchester, Mass. pays war debt

During the Battle of the Bulge in December 1944, Major John Hanlon of the 101st Airborne Division was trapped in the Bastogne pocket in Belgium. To camouflage members of his battalion in the snow, Hanlon borrowed 48 bed sheets from the villagers of Hemroulle, a farm community near Bastogne. He promised to return the sheets, which were scarce luxuries in an area that had been thoroughly looted by the Germans, but when the battle was over they had been lost or torn to shreds. Hanlon moved on and eventually returned to his home in Winchester, Mass., where his obligation to Hem-

roulle was sidetracked in the press of his return to civilian life.

But last November Hanlon was ready to consider his debt again. With his neighbors he organized a citywide campaign which worked so well that he was soon swamped with 740 bed sheets (*above*), more than 15 times number he had borrowed. On Feb. 21, shortly after the third anniversary of the battle, Hanlon returned to Hemroulle, where the delighted villagers cheered him—and the U.S.—more sincerely than they would have cheered any ready-made, cut-and-dried gesture of goodwill.



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NO STRETCHING...



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It's like no other hat you have ever worn! As easy on your head as an old favorite. There's no need to pad or stretch a Resistol "Self-Conforming" Hat... for the soft, cushioning leather band is made to shape itself to your head—*naturally*. But that unique leather does more than give comfort! It prevents distortion of the hat's shape and keeps a Resistol looking new—*longer*.

The new Spring "Self-Conforming" Resistols are being shown by leading hatters everywhere. Write us for name of one nearest you.

TEN TO ONE HUNDRED DOLLARS

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## Belgian Bed Sheets CONTINUED



**WAVING AMERICAN FLAGS**, Belgian schoolchildren line up in Hemroulle to watch Hanlon on his way to the chapel with crates of sheets. Many



**HANLON RINGS BELL** in the local church to start ceremony. During the battle in 1944 he rang bell to call citizens together so he could arrange the loan.





were too young to recall Hanlon's wartime visit but turned out anyway to see what an American, clean-shaven and in civilian clothes, actually looks like.



**ON WAY HOME** Belgians proudly carry sheets through the snow. Extra sheets—692 more than Hanlon borrowed—went to a Bastogne institution.

CONTINUED ON NEXT PAGE

# How a husband picks a washing machine...



He's interested in what makes a washing machine tick. Asks himself 'How long will it last? Will it drain our hot water supply? Require costly installation? Need oiling? Is it guaranteed; free of heavy vibration?'



He looks inside—examines the gears, the precision manufacturing. And the YOUNG Washing Machine gives him the right answers. Small wonder it's the fastest growing washer on the market today!

It's easy to see why women go for the super-quiet YOUNG, too. For here's an economical wringer-washer that looks smart...that has a handy table-top...that slips snugly between other cabinets, counter-high!



One flip of the control, and a big family-size wash is really clean in 8 short minutes. Agitator-action speeds out the dirt—gently for silks, thoroughly for cottons and woolens. Thermo-sealed tub holds water hotter, keeps suds active longer. Yes, look at 'em all—but don't miss the wonderful new YOUNG!



# Young

WASHING MACHINES

THE YOUNG CORPORATION

FALL RIVER, MASSACHUSETTS



## Never neglect a paper cut



The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID\*, the adhesive bandage whose quality you can trust.

It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

**Caution:** Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

\*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

More doctors recommend BAND-AID than all other adhesive bandages combined.



**DISTRIBUTION BEGINS** on Feb. 21, as John Hanlon (center) doles out his bed sheets to pleased citizens in the square outside the chapel in Hemroulle.



**HAPPY HOUSEWIFE** grins as Hanlon returns sheets. Belgian newspapers made much out of the fact that Hanlon is "tall, handsome and unmarried."



**TRYING THEM FOR SIZE** is the next concern of prudent householders who wonder if sheets from Winchester, Mass. will fit Belgian beds. They do.

Read Below an Important Announcement  
to the Hard-of-Hearing . . .  
their Friends, Relatives, or Employers

## DEAF NOW HEAR



### With The Amazing "MAGIC SILVER CIRCUIT"

• Sensational tiny size—so small the entire unit can slip into the watch pocket of a man's trousers—yet, with a special receiver so powerful, it transmits 2 to 6 times more sound intensity. Midget size made possible at last by great war-discovered secret—"The Magic Silver Circuit!" Try it, and you'll agree . . . there's no finer hearing aid!

### SMALLER • LIGHTER • MORE POWER!



**FREE BOOKLET—Just off the Press!** Write today for Free booklet containing latest scientific information on Deafness and how it can be overcome. Write for yourself, or friend, relative, or employee.

Beltone Hearing Aid Co., Dept. L-3  
1450 West 19th Street, Chicago 8, Ill.

The New 1948

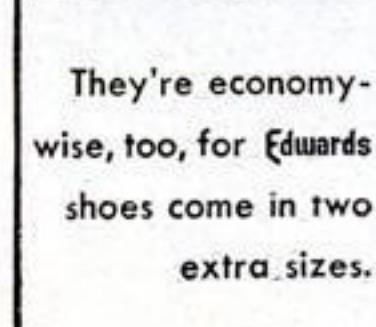
**Beltone** MONO-PAC  
HEARING AID



Your child's best  
assurance of sound,  
healthy feet is  
proper fitting shoes.



Wise mothers choose  
Edwards — designed  
for foot health . . .  
foot comfort.



Edwards, 314-22 North 12th St., Phila. 7, Pa.



# When Nash owners get together —



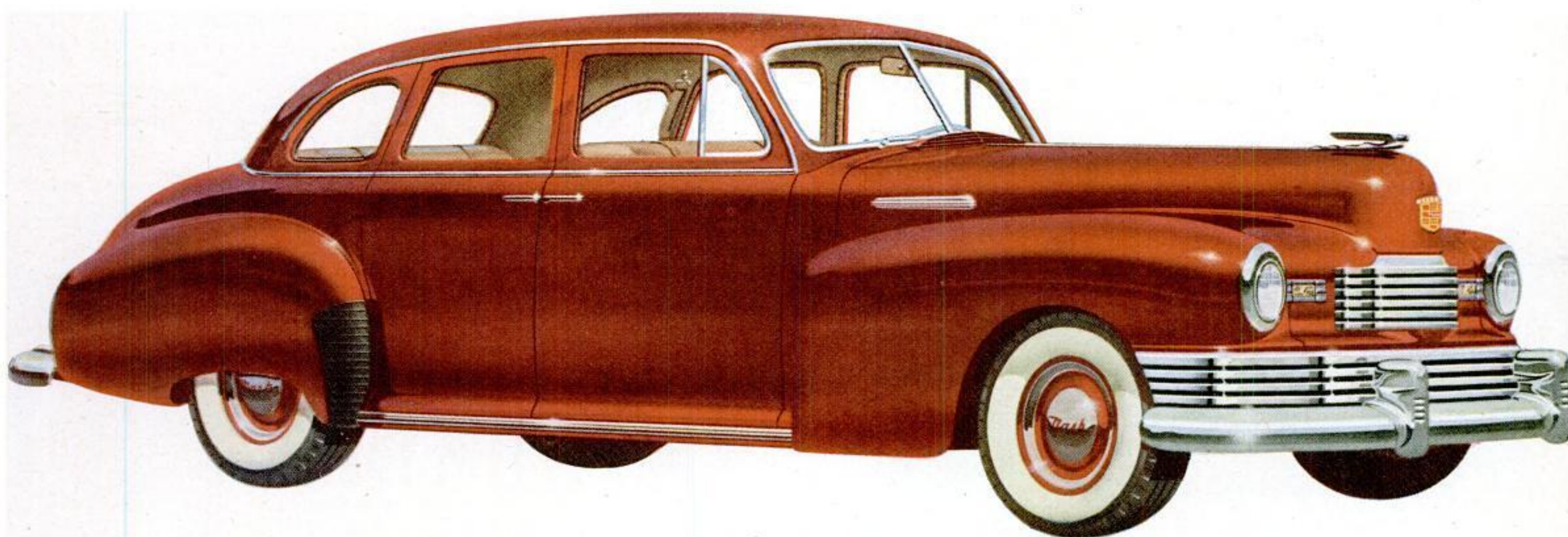
When two Nash owners get together they speak a language all their own.

For their cars aren't like others.

They drive through dust or blizzard or storm without drafts or dirt or fogged-up windows.

They get over 25 miles to a gallon of gas at average highway speeds.

Their cars are *big* cars, with head-room, leg-room, elbow-room for 6 Texas-size people, and luggage space for a tour across the country.



**They know** the blessing of coil springs on all 4 wheels—and of an ease of handling that takes *all* the tug out of steering.

Theirs is the quiet and the safety of an all-welded unitized body and frame.

As owners of Nash "600's," they're ahead of their friends in the things that make a car worth talking about.

Yes, they're probably the most enthusiastic motorists in America today.

**You would be, too.**



Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body *welded* into a single steel-girdered unit, it is lighter and immeasurably stronger. 8500 spot welds eliminate noise-making joints.

**Nash** Great Cars Since 1902  
Nash-Kelvinator Corporation, Detroit



# The Steak is Swiss

## The Cost is Scotch

with.....



The wonderful cooking sauce  
from California!



Copyright 1948, Hunt Foods, Inc.

**S**WISS STEAK is something to yodel about —when you cook it with rich, spicy Hunt's Tomato Sauce!

So easy to make, too! For Hunt's Tomato Sauce comes to you ready to use. And what a wonderful cooking sauce it is!

*Kettle-simmered* with fine spices and seasonings. Rich and thick and flavorful. Why, it takes more than *four* plump, fresh tomatoes to make one can. Yet Hunt's

costs you but a *few cents*! What a bargain in these days of high prices!

So—let Hunt's Tomato Sauce make *your* low-cost, everyday dishes into triumphs of flavor. Just cook it into your stews, soups, rice, meat loaf, fish, eggs, vegetables, gravies.

Start using this delicious work-saver soon. Get six cans at your market. Remember—for just a few cents a can!



### Swiss Steak—Hunt Style

1½ lbs. beef round, chuck, or rump	Flour
1 medium-sized onion, sliced	3 tbsp. chopped green pepper
3 tbsp. fat	1 can Hunt's Tomato Sauce
1 cup water	1½ tsp. salt
	¼ tsp. pepper
	1 tsp. Worcestershire sauce

Pour flour into steak and pound it in with edge of plate. Cook onion and green pepper in fat until tender. Brown meat on both sides in fat. Add delicious, spicy Hunt's Tomato Sauce, water, salt, Worcestershire sauce, and pepper. Cover and simmer about 1½ hours or until meat is tender. Your family will rave... and you will save!

**Hunt-for the best**

Hunt Foods, Inc., Los Angeles, California





ON ONLY \$37.13 A WEEK, 18-YEAR-OLD ROBERT McDOWELL (RIGHT) SUPPORTS PARENTS (LEFT), FIVE BROTHERS, SIX SISTERS. FATHER HAS BEEN ILL TWO YEARS

## A HERO'S REWARD

Patchogue, N.Y. raises a fund for youth who saved three children

In Patchogue, N.Y. Feb. 13, an 18-year-old boat builder's apprentice named Robert McDowell had rescued two drowning children from the icy Patchogue River. Safely ashore, one of them screamed, "My brother's still in there!" McDowell eased himself out on the ice, plunged through a hole and located the missing brother, unconscious at the bottom of the river. After five minutes of artificial respiration the child (*below left*) was revived and McDowell quietly went home (*below right*).

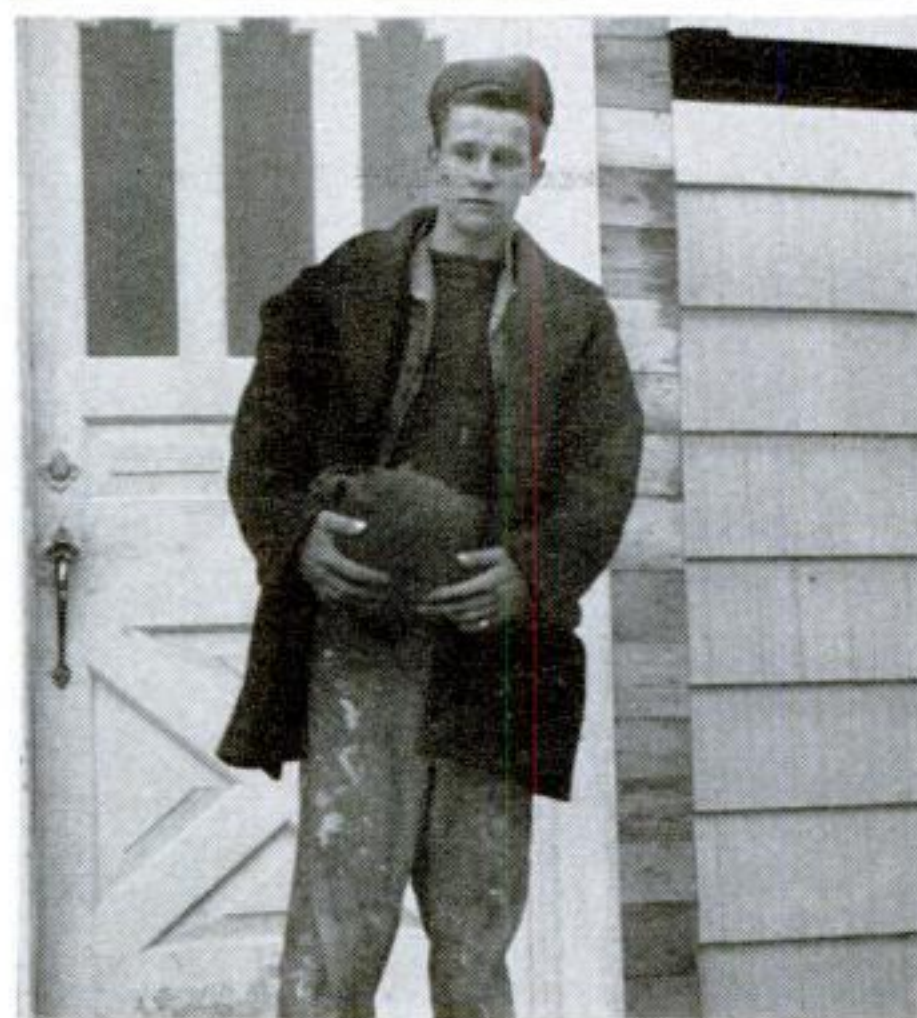
The next day, when the story of the heroic rescue appeared in the papers, Patchogue learned that Robert was even more of a hero in his own home. For two years his father, Harold McDowell, had been too sick to work and too proud to ask for relief. The family of 14 (*above*) was reduced to living in a shack and Robert's pay of \$37.13 was its only income. Within a few hours the plight of the new hero's family was the concern of all Patchogue and the townspeople began to do something about it.



**RESCUED CHILD**, William McDermott, 8, is bundled off to ambulance by Patrolman Adolph Morge.



**SCENE OF RESCUE** is boat slip (*above*). Two of children who fell in clung to ice, third was dragged under.



**RESCUER** Robert McDowell heads home carrying wet clothes after changing in employer's house.





*For Easter*

**GIVE THIS  
REALLY NEW  
LIGHTER...**

*Snap!* **OPENS AND LIGHTS AUTOMATICALLY**

- **NEW 'LIGHT SWITCH' ACTION**—Opens and lights in one smooth motion!
- **NEW FUEL CAPACITY**  
One filling lasts for weeks!
- **NEW FILLING EASE**  
Simply slide open and pour.
- **NEW BEAUTY**  
Platinum-derived rhodium finish.

**\$750**  
No Fed. Tax

**NEW A.S.R.<sup>®</sup> LIGHTER**  
by the makers of GEM RAZORS!

D. P. No. 146,973 U. S. Pat. Appl. No. 635,847

American Safety Razor Corp., B'klyn 1, N. Y.

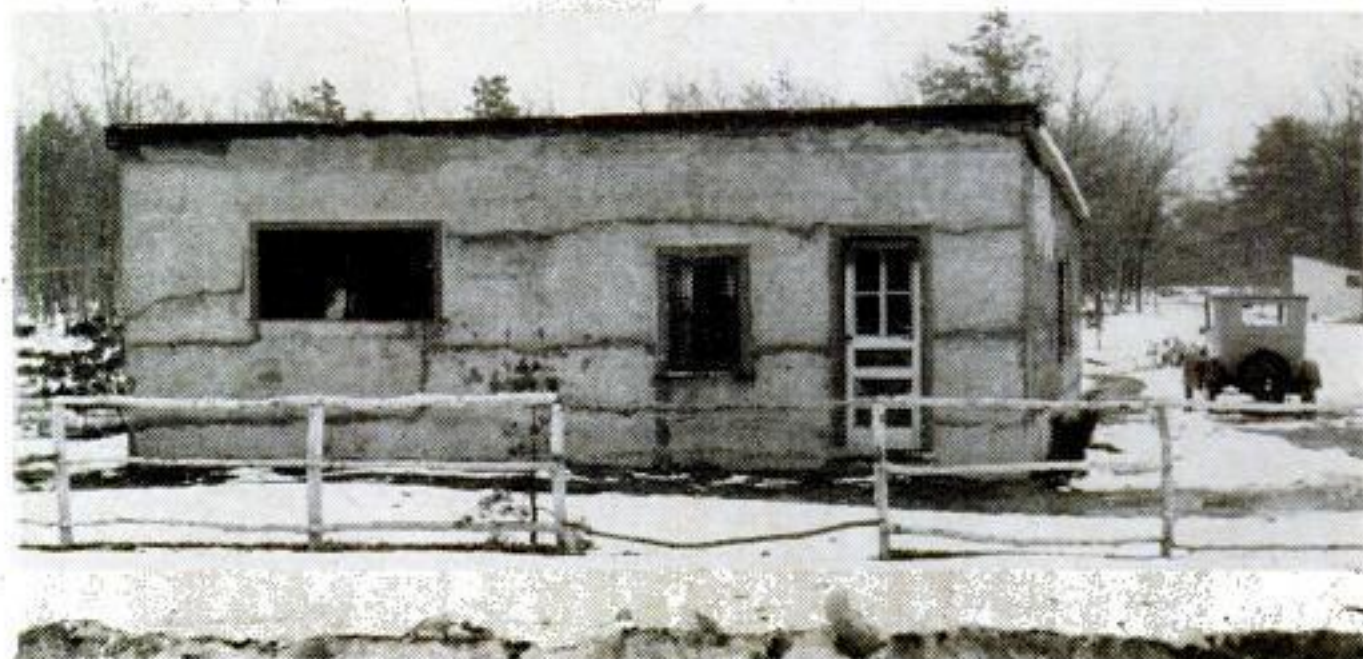
## A Hero's Reward CONTINUED



ROBERT (FOURTH FROM LEFT) MEETS WITH COMMITTEE ADMINISTERING

## THE TOWNSPEOPLE PASS THE HAT

The day after the rescue a newcomer to Patchogue named Ralph S. Carmichael recalled that he had once been saved from drowning and decided to see that Robert McDowell got a suitable reward. He went to G. Howard Hatfield, president of the Peoples National Bank, and said, "Let's raise some money for this boy." Soon Carmichael had Robert telling his story to Kiwanis, Rotary and Lions Club luncheons. By Feb. 21 contributions to the "Robert McDowell Fund" were rolling in. Hatfield formed a committee with Carmichael and six other businessmen (*above*) to administer the contributions as a trust fund. The committee also set up contribution boxes in Patchogue stores (*p. 58*) and launched a publicity campaign. Last week Robert's still-growing fund totaled \$2,500. The townspeople were happy enough about it to ignore the slightly sour note their hero struck when he announced he would like to use the money to move to a farm "somewhere out West."



**McDOWELL HOME** is this three-room shack located 4 miles outside of town. At right is Robert's 1926 Ford, which he bought last September for \$20.





FUND. RALPH S. CARMICHAEL (FOURTH FROM RIGHT) ORIGINATED IDEA



McDOWELL FAN MAIL is collected in this special room which bank lets Robert use. Of the 300 letters received up to last week, 220 contained checks.

CONTINUED ON NEXT PAGE

**\$1.00 Value for 75¢**  
*...if you act quickly!*



You can save twenty-five per cent on the regular sizes of these famous shaving preparations—by acting now. They're the modern products of 108 years' experience. Each year, they are used by more and more men... over twice as many now as before the war.

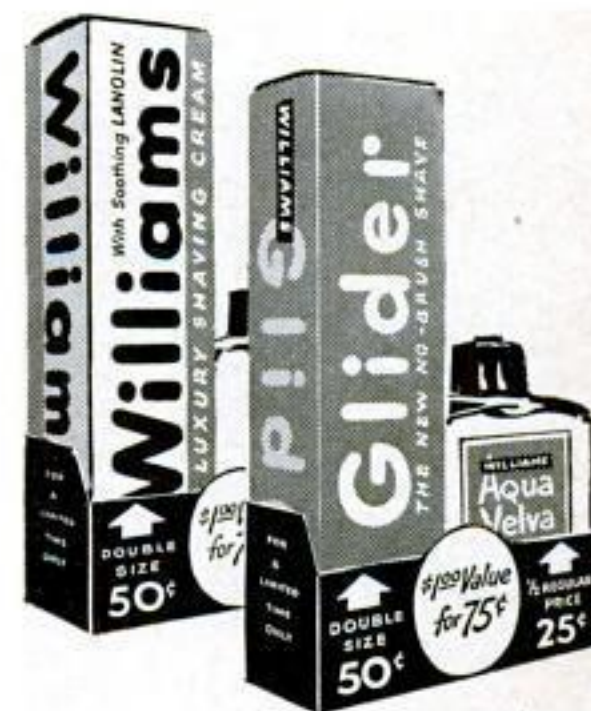
## Here's what you get...

You save 25% on these famous preparations....You get the regular sizes

- 50¢** { Williams "Luxury" Shaving Cream—double-size  
 ...or if you prefer brushless shaving  
 Glider..."no-brush" shave—double-size  
 plus ...
- 50¢** { Aqua Velva—full-size bottle

**\$1.00 VALUE...Yours for 75¢**

It's a bargain in shaving luxury! You can save twenty-five per cent on these nationally famous products—you get the *regular* sizes, enough for more than three months' use. The supply is limited, so don't delay. Get this money-saving combination today at any drug or toilet-goods counter.







**La Mode**  
BUTTONS

*more needles pass through  
La Mode buttons  
than any other buttons in the world*

Such wonderful buttons! Simple buttons, fancy buttons, finest quality buttons... buttons for every conceivable fashion, at every price. Ask for La Mode and you ask for the right thing in buttons. At all fine stores.


B. BLUMENTHAL & CO., INC., 1372-82 BROADWAY, NEW YORK 18, NEW YORK  
THE WORLD'S GREATEST SELECTION OF FASHION BUTTONS

*There is always a RIGHT time...*

**HARVEL**  
One of the World's Fine Watches

RIGHT FOR ACCURACY  
RIGHT FOR BEAUTY  
RIGHT FOR PRICE

*...and RIGHT for any Gift Occasion*



Beautiful 17 jewel, precision-built, gold-filled watches. Man's, \$47.50; Lady's, \$42.50. (Fed. tax incl.) Ask for Harvel...sold only by reliable jewelers. Write for name of nearest Harvel dealer.

HARVEL WATCH COMPANY, DEPT. 43, ROCKEFELLER CENTER, NEW YORK 20

## A Hero's Reward CONTINUED

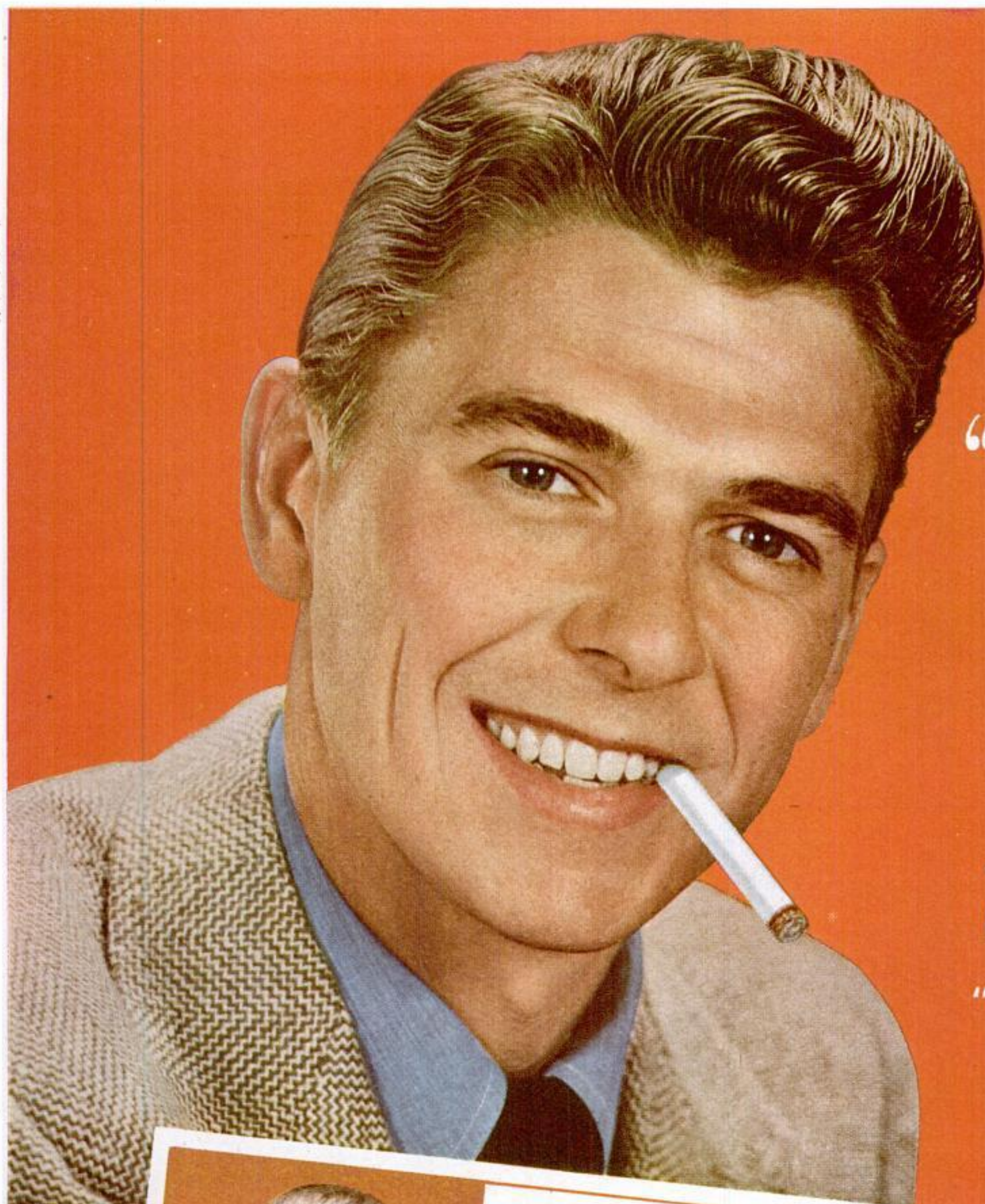


**HERO'S FUND** is raised in contribution boxes set up throughout Patchogue. Patrons at Felice's bar and restaurant (above) donated \$220 in first week.



**HERO'S GIRL FRIEND** is Olive Ann Hayes, a 16-year-old high-school junior. Robert wants to marry her some day and, like his father, have 13 children.





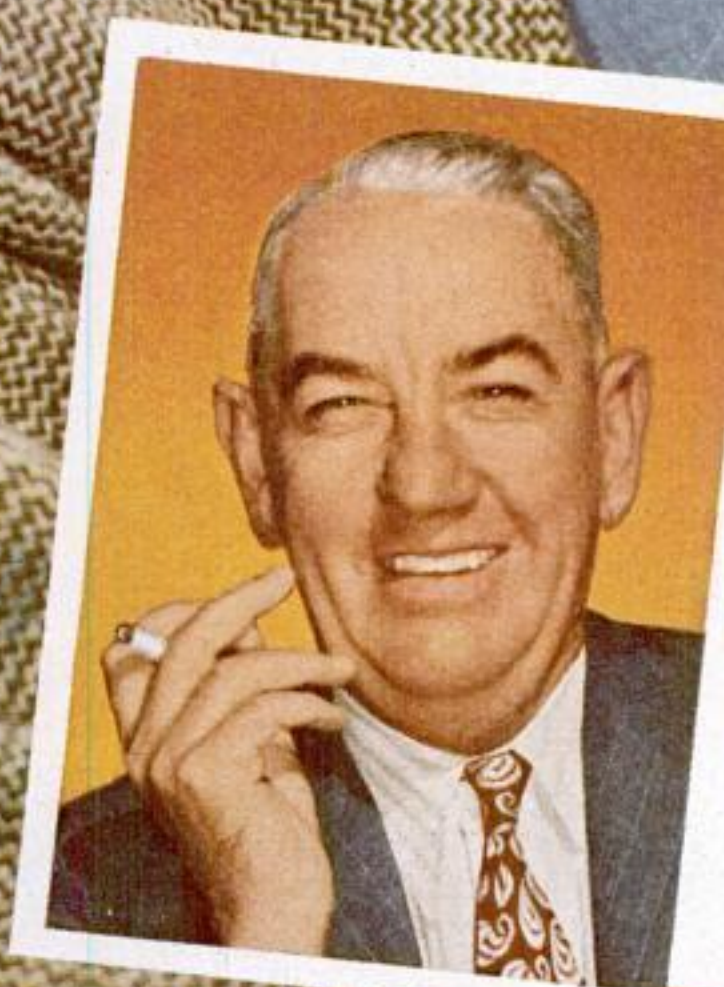
"My cigarette is  
the MILD cigarette...  
that's why Chesterfield  
is my favorite"

*Ronald Reagan*

STARRING IN

"THE VOICE OF THE TURTLE"

A WARNER BROS. PRODUCTION



### WHY I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

Liggett & Myers buy the best tobacco for Chesterfield... mild, ripe, sweet tobacco. They consistently pay the best prices to get the kind of tobacco they want.

I've been smoking Chesterfields more than 25 years. It's a good, mild cigarette and has more real tobacco taste.

*W. O. Crombie*

FARMER AND WAREHOUSEMAN  
PARIS, KENTUCKY.



**ALWAYS BUY**  
**ABC CHESTERFIELD**  
**ALWAYS Milder BETTER TASTING COOLER SMOKING**

Copyright 1948, Liggett & Myers Tobacco Co.

Copyrighted material



★ ★ ★ PART OF THE AMERICAN SCENE ★ ★ ★

*Coffee Time*—in the clear, cool mountain twilight, when the welcome fragrance of coffee rising over an open fire marks the end of the ranch hands' day. And because Maxwell House is America's favorite...coffee time is Maxwell House time wherever you go. Painted by Fletcher Martin.



**B**ecause that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

TUNE IN... Maxwell House Coffee Time... starring George Burns and Gracie Allen, NBC, Thurs. night.

Copyrighted material





ON HIS WAY TO A BROADCAST, A VISITING MOOSE GETS TANGLED WITH A WOLF ACTING AS HIS CHAPERONE. BEARDED TRAINER (LEFT) FINALLY UNWOUND THEM

## MUMBLING MOOSE

Radio guest star grunts amiably, eats hats and tickles the women

In recent years stiff-backed ushers in New York City's RCA Building, which has 34 broadcasting studios, have solemnly ridden herd on all kinds of unlikely radio performers including panthers, bears, camels and singing mice. But even the ushers' composure cracked a little last fortnight when an elevator suddenly disgorged a heavily chained gray wolf and a clumsy, 700-pound moose (*above*).

The moose, a young bull named Mushkig, was billed as a "talking moose" at a sportsmen's show.

When a chatty vacation program (Nancy Craig, ABC, 1:15 to 1:30 p.m. EST) ran short of guest stars, Mushkig was hastily recruited to fill in. The wolf went along for company. Awaiting his cue, Mushkig nibbled nervously on vacation leaflets, gum and a female press agent (*p. 62*). Finally Miss Craig called on him to speak. Unrehearsed but game, Mushkig wound up and delivered his entire vocabulary: a low-pitched, juicy "Mooooooooo!!" Burbled Miss Craig, "Thank you very much!!"



Dermatologists say  
For Hair Beauty:

# Pure Castile is the *best* Shampoo

Some of America's leading dermatologists and beauty experts have written many books on hair care—which you can find in public libraries. These authorities state that a pure castile—particularly one with olive oil, is best for your hair.

And Conti Shampoo is made only with 100% pure castile and pure olive oil. So why trust your hair to any other shampoo—particularly when Conti is so down-right economical. Buy a bottle of Conti Castile Shampoo at any drug, department or variety store—today!

LABORATORY RESEARCH  
comparing CONTI with other  
type shampoos gives you these  
undeniable results:

Hair Shampooed with  
CONTI

- ✓ RINSES QUICKLY
- ✓ SETS BETTER
- ✓ HOLDS WAVES LONGER
- ✓ HAS MORE BODY
- ✓ HAS LESS "FLY"



Conti never dries out the hair or scalp  
**Conti CASTILE SHAMPOO**

# BESTFORM

*no finer  
fit at any  
price*

## FOR A WILLOWY WAIST

Bestform's waist  
controller . . . side  
Talon girdle with  
vertical stretch back,  
featuring "swing back"  
elastic band for smooth  
midriff molding. At  
good stores everywhere.  
In nude—sizes 25 to 34.

Style 5464—14 inch. 750  
Style 5664—16 inch. 750  
Style 5864—18 inch. 850



BESTFORM ~ GIRDLES • BRAS • ALL-IN-ONES

## Mumbling Moose CONTINUED



**MUSHKIG MUNCHES** a travel folder during interview with Nancy Craig and Trainer Joe LaFlamme. Moose also sampled the foliage on Miss Craig's hat.



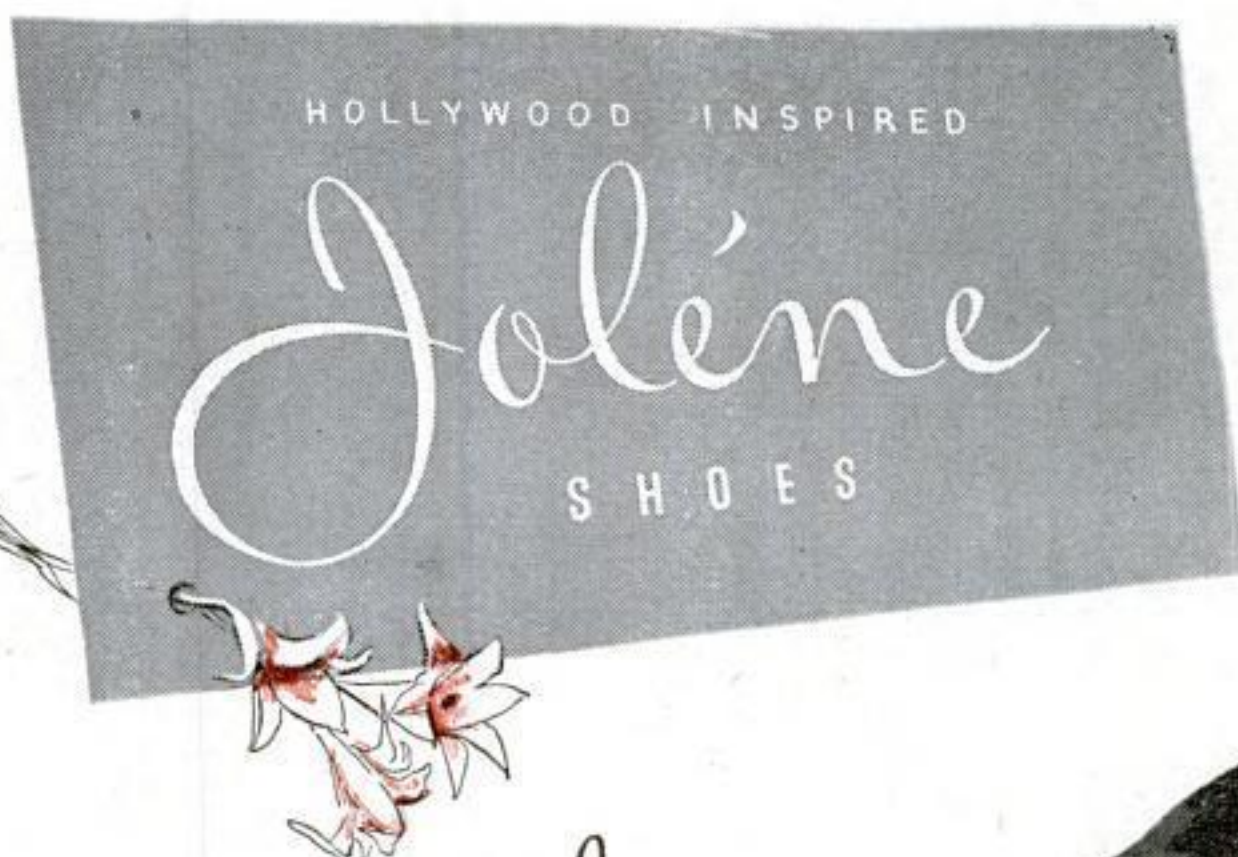
**MUSHKIG TICKLES** a radio publicity woman who got too close while ABC Executive D. B. Van Houten grabs his belt and hastily begins a strategic retreat.



**TIRED OF TALKING**, Mushkig thirstily laps up water in a sound-effects trough. Tired of doing nothing, LaFlamme's wolf sprawls wearily on the floor.



**in time for Easter**



*Hollywood inspires them...  
Everyone admires them*



\*Suedes Slightly Higher

Jolene, the Hollywood inspired shoes that take curtain calls wherever they're seen. Yours for spring and Easter loveliness with technicolor drama... newest details... expert craftsmanship. Wear Jolene shoes, inspired for you in Hollywood at an unbelievably low price!

**\$6.95**  
to \$8.95

(Higher Denver West)

For the name of the Jolene Store nearest you, write

TOBER-SAIER SHOE MANUFACTURING COMPANY • SAINT LOUIS



"There's nothing cold  
about you...except the  
gun in your hand!"



ALAN  
LADD



VERONICA  
LAKE

Together again in the kind  
of reckless adventure  
that leads to love and  
violence...this time in the  
most glamorous city  
of the Far East!

# "SAIGON"

The Paris of the Orient!

with

Douglas Dick · Wally Cassell  
Luther Adler · Morris Carnovsky  
Mikhail Rasumny

Produced by

Directed by

P. J. Wolfson · Leslie Fenton

Screenplay by P. J. Wolfson and Arthur Sheekman  
Based on a Story by Julian Zimet · A Paramount Picture

"You're too much  
a man...ever to be  
trusted!"





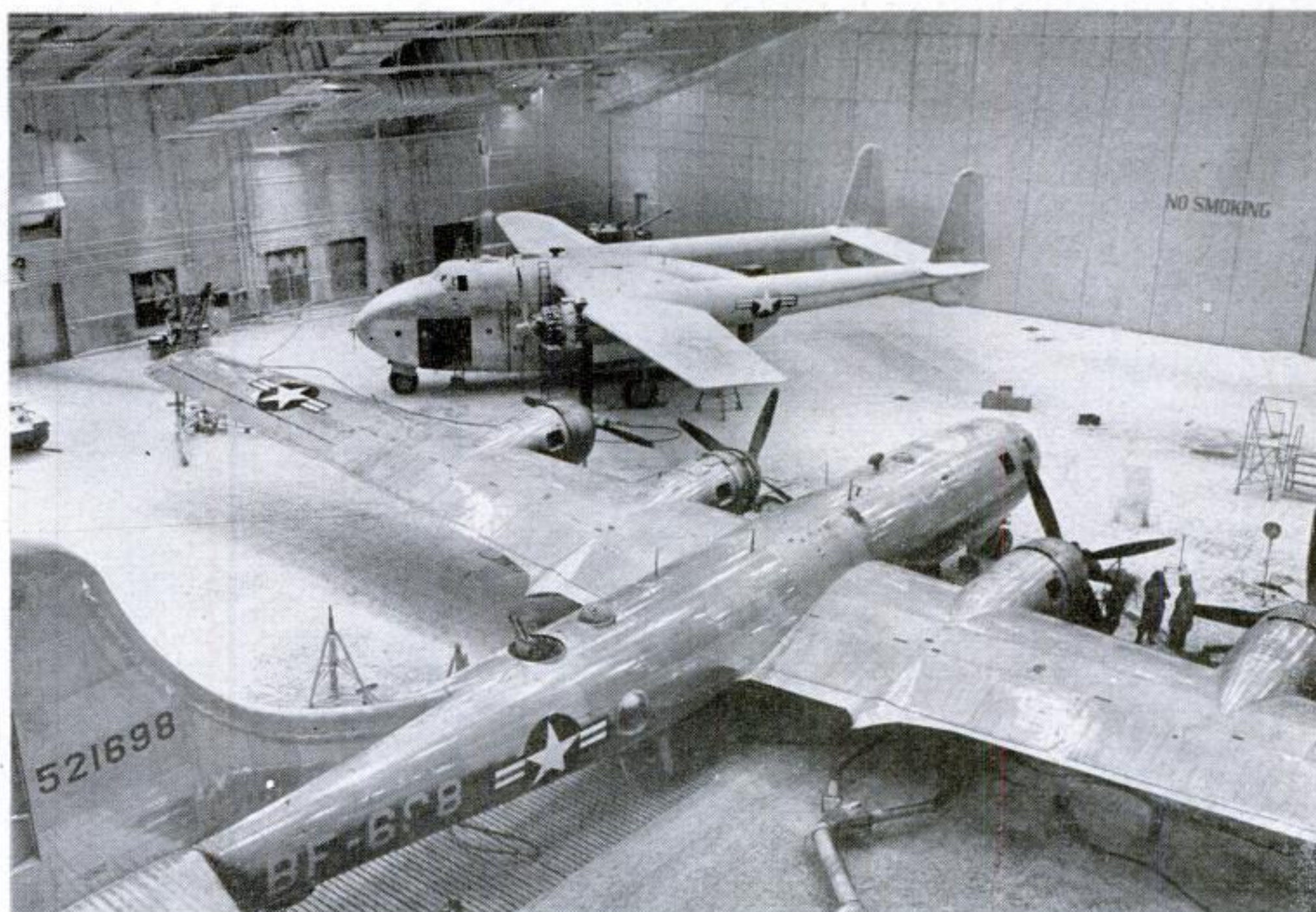


WEARING FUR HOOD AND FUR-LINED SUIT, MECHANIC LOOKS OUT OF THE FROST-COVERED COCKPIT OF PLANE WHILE TESTING ITS CONTROLS AT 30° BELOW ZERO

## ALL-WEATHER LAB

Air Force tests men and equipment at temperatures from  $-70^{\circ}$  to  $165^{\circ}$

In Florida, a state famous for its uniformly balmy climate, the U.S. Air Force has built a laboratory to produce some of the most extreme weather in the world. At Eglin Field, on the Gulf Coast, scientists produce to order every type of climatic condition from an arctic blizzard to a Sahara sandstorm. These man-made variations are confined to nine rooms, one of them a cavernous hangar big enough to hold 45 fighter planes. Without ever leaving the new climatology laboratory, the Air Force can test aircraft, men and equipment in temperatures ranging from  $70^{\circ}$  below zero to  $165^{\circ}$  F. above; in windstorms up to 100 mph accompanied by snow, rain or driving sand; in tropical and desert climates with artificial sunlight. The laboratory cost \$10 million, but the Air Force estimates that it would have had to spend this much in two years on testing trips to Egypt, Alaska and other out-of-the-way places.



**THE BIG HANGAR**, 250 feet long by 200 wide, can be cooled from normal Florida temperature to  $70^{\circ}$  be-

low zero in seven days. Here planes as big as B-29s (foreground) are tested for effects of extreme temperatures.





**MARK TWAIN Shirts**

**MEET TWO FAMOUS MARK TWAIN\* WHITE SHIRTS**

**A.** Quality is this shirt's first name. Fit is its middle name. Good looks is its last. In fine combed Sanforized white cotton broadcloth, it is a shirt you'll want lots of. Ask for Style D2050.

**B...** is the same Sanforized white fine combed cotton broadcloth with the popular new spread collar. Also comes in other collar styles and in sport shirts.

**Buy by name - buy...**

**MARK TWAIN Shirts**

**\*MARK TWAIN GIVES YOU ALL 4 OF THESE "MUST" FEATURES**

1. **QUALITY-TESTED MATERIALS...** for longer wear and lasting good looks.
2. **STYLE-SIZED FIT...** for style assurance and form-fitting smartness.
3. **COMFORT-CUT COLLARS...** for movement-free ease, yet snug appearance.
4. **IRON-EASY FABRICS...** for quicker ironing and that professional laundry look.

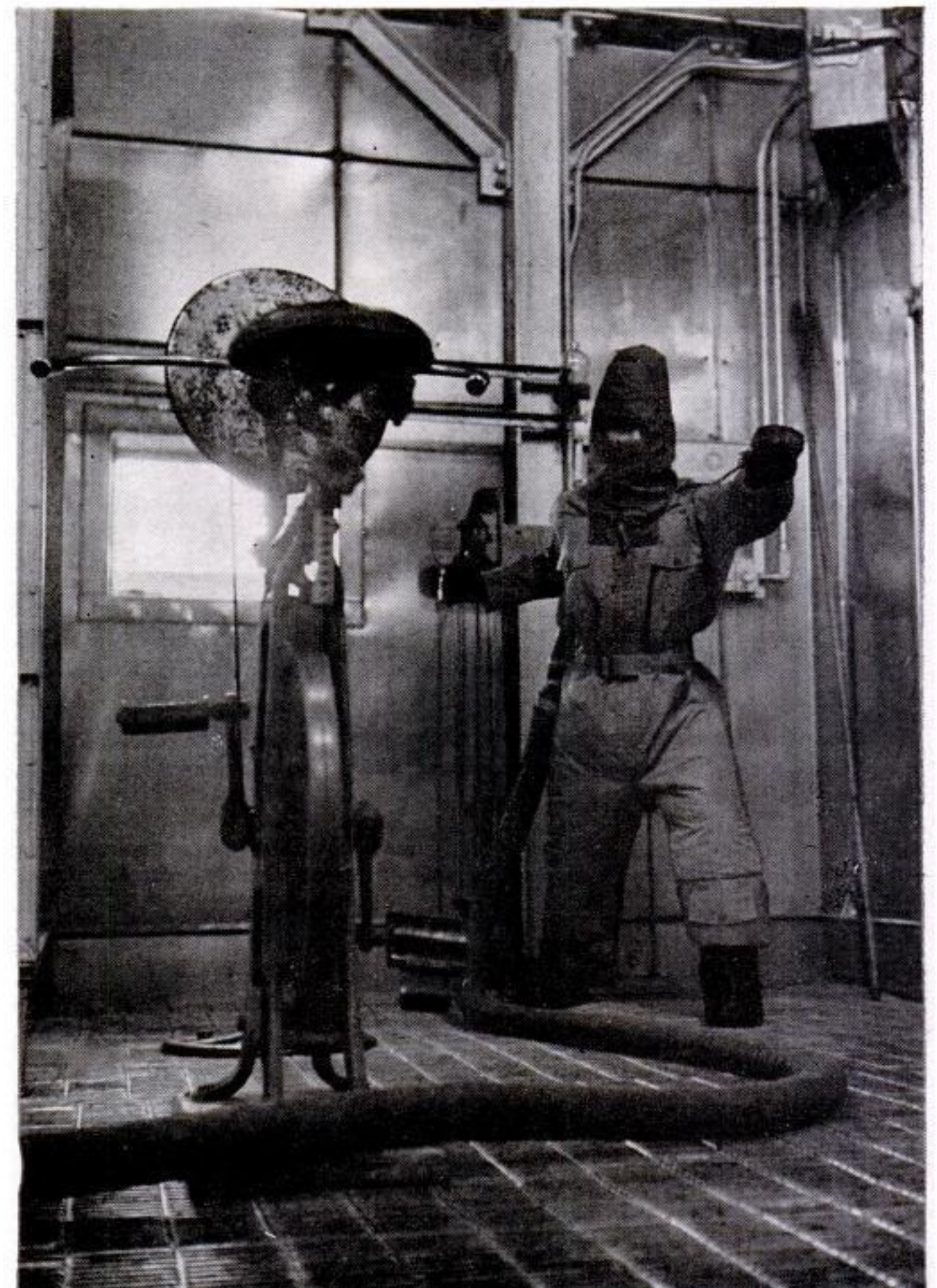
Mark Twain Shirts \$3.50 to \$5.95  
Sport Shirts \$3.00 to \$8.95

**ELDER MANUFACTURING COMPANY • SAINT LOUIS**  
Manufacturers of MARK TWAIN SHIRTS for Men  
and TOM SAWYER Apparel for Real Boys

## All-Weather Lab CONTINUED



**AT 70° BELOW ZERO** a soldier doing exercises with a pulley-type weight-lifting apparatus tests an electrically warmed flying suit for freedom of motion.



**AT 165° ABOVE ZERO** a laboratory worker checks the flexibility of an air-conditioned suit. Bicycle in both pictures is used in human-endurance tests.

CONTINUED ON PAGE 68



Dependable

# CHAMPION

America's Favorite Spark Plug



Your choice of CHAMPION SPARK PLUGS for your car is made easy and sure by the fact that CHAMPION has consistently been America's favorite spark plug, and is backed by performance records unequalled by any other.

**FOLLOW THE EXPERTS—DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR**

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO



*You can't believe your eyes!*

*Does Not  
pierce  
your  
tie*

*Does  
keep  
tie  
centered*



*The Scimitar*

*Baffling Blades*

*The SWANK Pin Klip\* works like magic.*

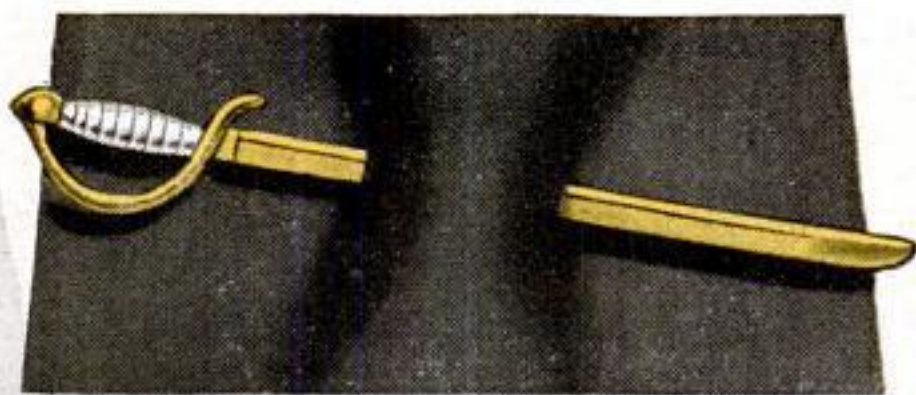
*Doesn't pierce your tie—keeps it always centered.*

*In three smart blade designs, \$2.50 each.*



*The Dagger*

\*PATENTED



*The Sabre*

*Always look for the name SWANK  
on all our products*

**SWANK** — © Swank, Inc., Attleboro, Mass.

## All-Weather Lab CONTINUED




**FROSTY GUNNER** carries .50-cal. ammunition, to be fired by guns of P-80 jet plane. Bullets are fired through a hole in hangar wall at a target outside.



**COLD-FINGERED MECHANIC** warms hands in an electrically heated box, which enables him to work for brief intervals without cumbersome gloves.



# Nourishing HAM for Easter



Maybe it isn't a whole ham—maybe there are fewer second helpings—but it's still ham for Easter. Even the ham bone's grand for soup. And that good ham meat—sliced or diced, hot or cold—is rated by scientists as one of our richest sources of thiamine (vitamin B<sub>1</sub>)\*. Like all meat, ham is rich in protein—the complete kind that is necessary for every living cell and every life process.

**AMERICAN MEAT INSTITUTE**  
Headquarters, Chicago  
Members throughout the U. S.

\*3.5 milligrams of  
thiamine per pound.



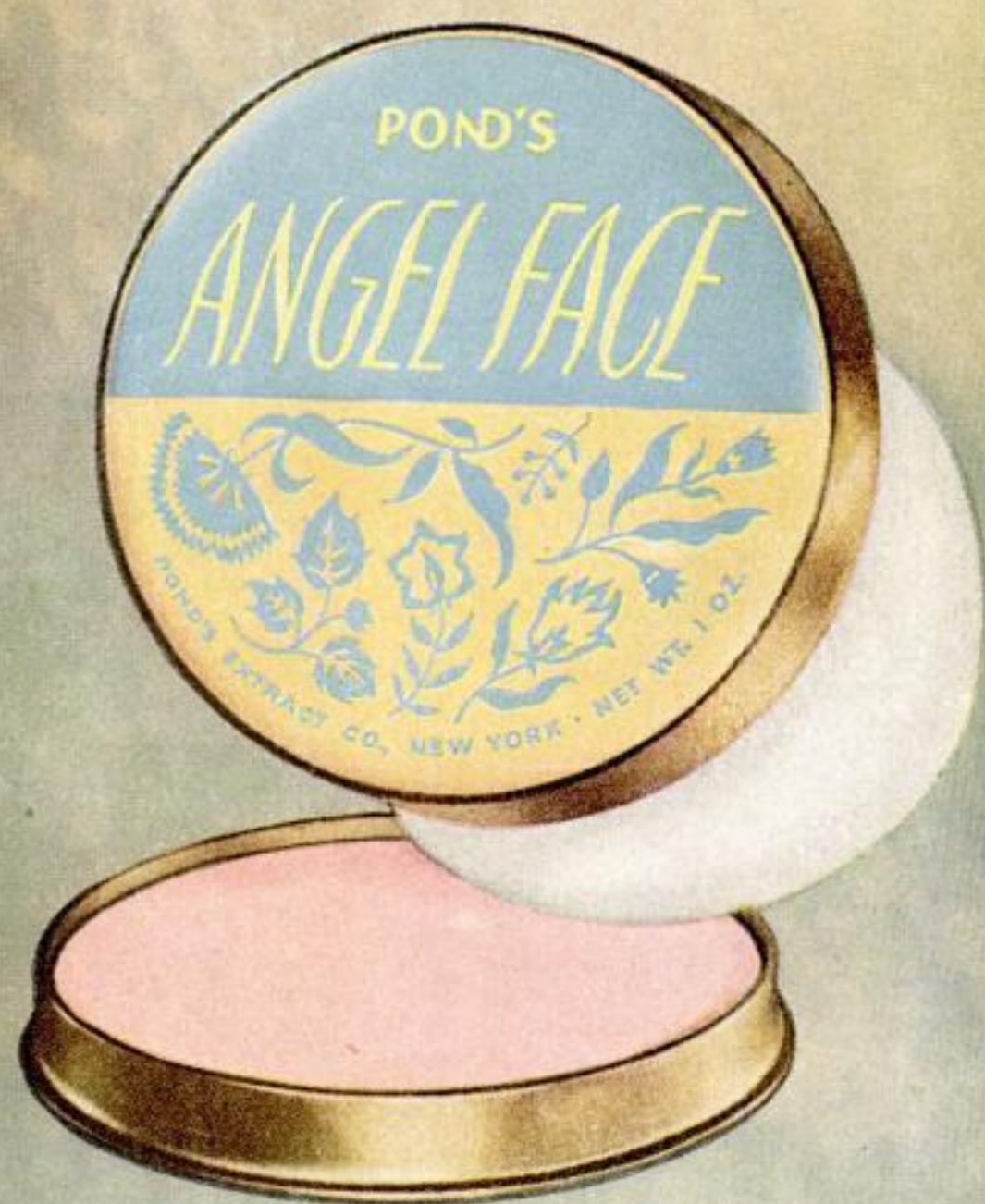
This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



Newest kind  
of new make-up!

# Angel Face

by POND'S



**Can't Spill!** Angel Face won't spill over your handbag or dark clothes. Carry it with you everywhere! It goes on so smoothly you can apply it in the dark—and look perfect when the theater lights come up! Angel Face with puff—89¢, plus tax.

#### 5 angel-sweet shades!

BLONDE ANGEL—a delicate natural  
IVORY ANGEL—a creamy rachel  
PINK ANGEL—a rosy peach  
TAWNY ANGEL—a glowing rachel  
BRONZE ANGEL—a deep brunette  
or suntan

Smooths on with a Puff!  
No water — No greasy finger tips

**New!** Softer finish than cake make-up—  
No coated look! Not drying!

Angel Face is unbelievably easy to apply! No water . . . no wet sponge . . . no greasy fingertips. Just smooth it on with the plump, downy puff that comes in every Angel Face box. You'll love the velvety finish it gives your skin—softer than cake make-up, and *not drying!*

**New!** Stays on longer than powder!  
Needs no foundation!

You don't need a powder base with Angel Face. There's a smoothing "cling" ingredient pressure-fused right into it! That's what makes this new *complete* make-up go on so evenly—and *stay on* so much longer than powder!

Society Beauties say:

"Angel Face is the cleverest make-up I've ever tried—flattering as can be and so incredibly easy to use! And the case is a darling to tuck right into your handbag."  
THE DUCHESS DE RICHELIEU

"No fuss with wet sponge, no greasy fingertips. No loose powder spilling about in my handbag! I can't imagine a more ideal make-up than the new Pond's Angel Face!"  
MISS NANCY DU PONT





The Angel Face look—completely adorable . . . completely *natural*. Never shiny . . . never "cakey"!



# KEEP STYLE-POSTED!

Whether your Spring shoe wardrobe calls for a single pair "fill-in" or a start from "scratch", your Winthrop dealer's got what it takes to fit you out in up-to-the-minute style for any occasion.

• UPPER LEFT—Straight tip dress oxford in brown lariat veal. Exclusive Winthrop Action-Free construction.

• LOWER LEFT—Winthrop's famous Slack with Triple-Decker Sole of natural crepe and corrugated red rubber.

• RIGHT—The one and only Klomp by Winthrop. Rocker bottom last. Extra heavy rolled edge sole.

For Free Style Booklet—Write Dept. C

## WINTHROP SHOES



## WINTHROP SHOES

WINTHROP SHOES for Men  
\$9<sup>95</sup> to \$15<sup>95</sup>  
(Some Higher)

WINTHROP JRS. for Boys  
\$6<sup>95</sup> to \$8<sup>95</sup>  
(Sizes 1 to 9)

In-'n-Outer Leisure Shoes \$9<sup>95</sup>

Winthrop Shoe Company • Div: International Shoe Company • Saint Louis





**BIG FOR HIS AGE,** Ferruccio hardly fits in the lap of his proud mother. The boy does not like to be babied.

# EIGHT-YEAR-OLD LEADS SYMPHONY

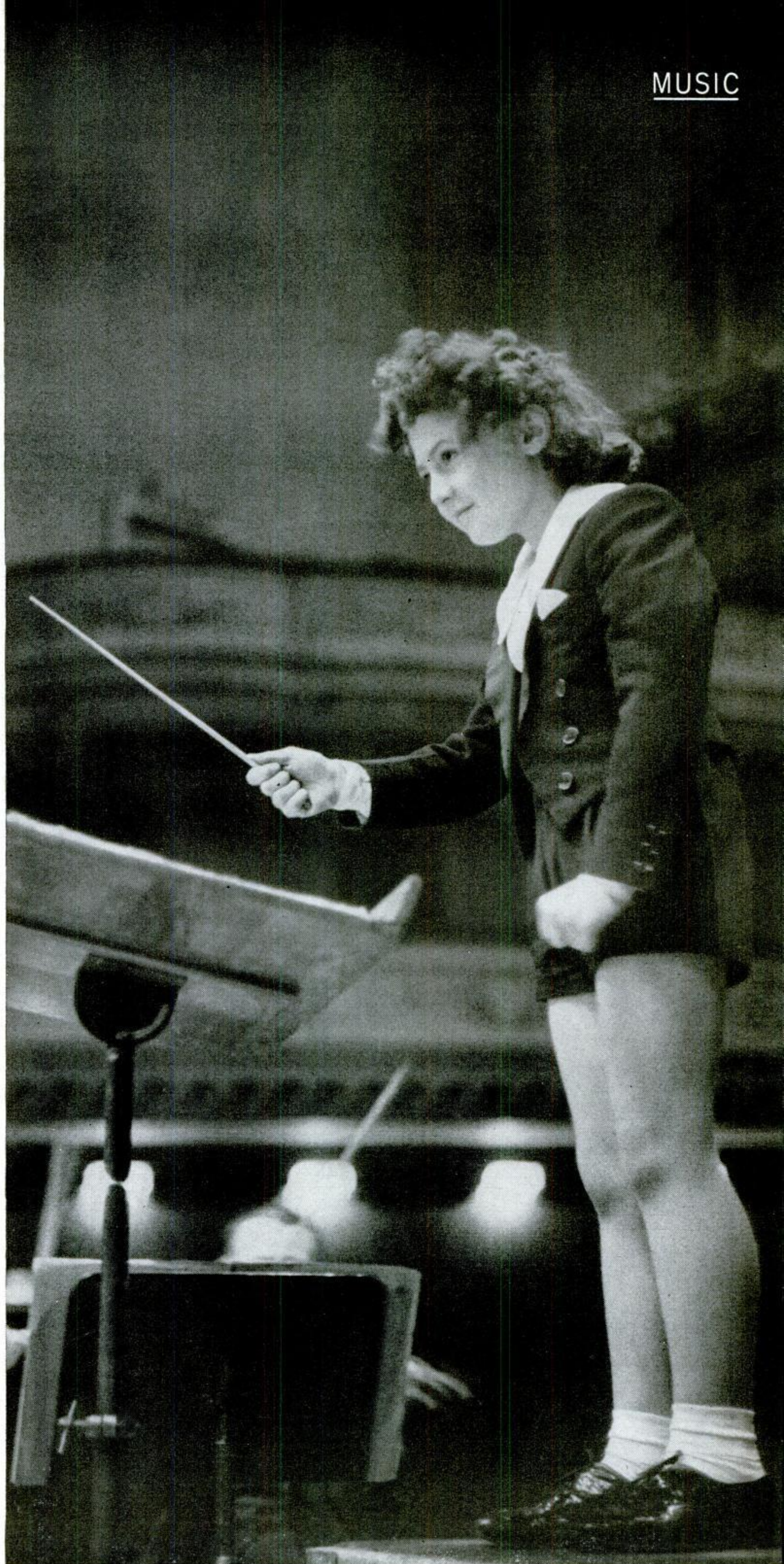
**Even musicians think he's good**

"Who is responsible for this outrage?" stormed Sir Thomas Beecham. "The child should be in a kindergarten, sucking lollipops." Sir Thomas, 68 and one of the world's best and oldest orchestra conductors, had just heard that Ferruccio Burco of Milan, Italy, only 8, was going to conduct symphonies in the U.S.

Last month Ferruccio was in New York for his U.S. debut. At rehearsal the orchestra answered his call to attention with bored scorn. Then Ferruccio started the overture to *Norma*. His movements were precise, his tempo steady. When he finished the musicians broke into surprised applause.

The next day Ferruccio conducted in Carnegie Hall, and the capacity audience began applauding even before the first number was over. The critics, though less effusive, were impressed and predicted that Ferruccio would go far if he were not pushed too fast. His backers, headed by a Jersey City dress manufacturer, are sending their young artist on an extensive tour.

Son of a concert soprano, Ferruccio showed talent at the age of 3 when he protested a sour note struck by his mother's accompanist. He conducted his first orchestra at 4, has toured Italy, performed in Paris. In the U.S. he is happiest about two great new discoveries: comic books and "hamburger."



**ON PODIUM** in Carnegie Hall, curly-headed Ferruccio Burco clutches his baton tightly in his fist and confi-

dently conducts his first U.S. concert. The orchestra was made up of 80 Philharmonic Symphony players.





**"SEE  
that tumbler  
Bounce!"**

● This stroboscopic photograph catches 12 images of its fall! These bounce tumblers are extra-hardened! Last 3 to 5 times longer than ordinary tumblers. And rims are guaranteed: "you get a new glass if the 'Safedge' ever chips." Now available at leading stores everywhere.

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*Bounce  
Tumblers*



Juice  
(5 oz.)



Iced Tea  
(12 oz.)



Water  
(9½ oz.)



LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR  
Copyright, 1948, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

Boy Conductor CONTINUED

## A LISTENER DELIVERS A SPEECH



**UNSCHEDULED ORATION** was given between numbers by Mrs. Maria Dell'Orefice, who came to front of the hall to give a speech praising Ferruccio.



**KISSING THE HAND** of the boy conductor, Mrs. Dell'Orefice calls him "a great genius." Puzzled but polite, Ferruccio received her compliments calmly.



**USHERED OUT**, Mrs. Dell'Orefice exclaimed happily as she went through the exit that Ferruccio was "the most beautiful flower in the garden of Italy."



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When acid indigestion hits you at bedtime, counting sheep won't help . . . but Tums will! Because Tums neutralize nerve-irritating excess acid almost instantly. Relieve gas and heartburn. Settle your stomach so *you* settle down fast for a good night of refreshing sleep! Tums contain no soda. No harsh alkali. Nothing to *overalkalize* your stomach and bring on acid rebound. So get Tums, *genuine* Tums for the tummy, and get your sleep! Just slip one or two Tums in your mouth before you slip into bed. No mixing or stirring, no water needed! All drugstores.

✓ Try one or two Tums after breakfast. See if you don't feel better!



Night and day, at home or away,  
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**TUMS** QUICK RELIEF FOR ACID INDIGESTION

TUMS ARE ANTACID—not a laxative. For a laxative, use mild, dependable, all-vegetable **NR** Tablets (Nature's Remedy). Get a 25c box today.





THE WARTIME AMPHIBIOUS "DUCK" WHICH BORE GANDHI'S ASHES TO THE IMMERSION POINT CHURNS SLOWLY ALONG THE CROWDED SHORE OF THE GANGES

# SACRED RIVERS RECEIVE GANDHI'S ASHES

Three million Indians witness the immersion at the confluence of the Jumna and the Ganges

On Feb. 12 near the Indian city of Allahabad, amid the frenzy of the traditional religious festival known as the "Ardh Kumb Mela," the ashes of Mohandas Karamchand Gandhi were committed to India's holiest waters. While three million awe-struck Indians watched silently from the dusty shore, a wartime amphibious "duck"—painted white in official mourning—carried Gandhi's remains to the exact point where the holy Jumna River flows into the even holier Ganges. There, in a ritual so sacred that boats carrying photographers were not permitted to approach, Ramdas Gandhi immersed his father's ashes

while Disciple Jawaharlal Nehru assisted in the solemn recitation for the dead.

There was a strange incongruity in these spectacular last rites for the Hindu saint of peace and simplicity. The immersion of the ashes was signaled by the booming guns that Gandhi hated. Airplanes, which he would not ride in, swooped low over the floating hearse, itself a relic of the war Gandhi had opposed. And, soon after Photographer Henri Cartier-Bresson took the picture above of the duck moving near shore, Hindu ascetics and "holy men," whom Gandhi despised, walked through fire or flung themselves on beds of nails.





**TRAIN TO ALLAHABAD** (*above*) carries Gandhi's ashes in simple urn banked with flowers (*left*) and guarded by the Mahatma's followers. Called the Ashti Special (literally Burned-Bones Special), the train was besieged by thousands at each station.

**PROCESSION TO GANGES** (*below*) moves with somber dignity under Allahabad's spreading trees to the crowded banks of the sacred river. Here smartly uniformed Indian Army troops march in formation. Gandhi's ashes were borne on floral catafalque.





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necklace  
becomes  
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*with a CLICK of the clasp of  
Coro's "AS YOU LIKE IT" pearls\**

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**you begin with a triple strand!**

*EASY AS 1-2-3*, the click of the patented sterling silver clasp changes this necklace into a single, double or triple strand of lovely, lustrous pearls\* . . . to wear as you like it, with all of fashion's newest necklines. Only Coro's patented "As You Like It" pearls\* can do this!

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**CLICK! it's a double strand!**



**CLICK! it's a single strand!**

selma gowns



**THE FINEST, MOST BEAUTIFUL SIMULATED\* PEARLS OF ALL**



**BEFORE THE IMMERSION** Pandit Nehru strews more flowers around urn, which has been placed on duck and garlanded with jasmine and marigolds.



**AFTER THE IMMERSION** two of Gandhi's sons, Devadas (left), Ramdas (right, holding empty urn), leave in a smaller boat for self-purification rituals.



**NEWLY SANCTIFIED WATER** of the Ganges is dipped up and drunk by Gandhi's followers after the immersion in a final tribute to the Hindu saint.





## *Umbelliferae* ON THE PRODUCTION LINE

**Y**OU call them carrots, celery, parsnips—but the botanist gives them the full dignity of their botanical family name, *Umbelliferae*.

Ever weed carrots? Aside from the wear on knees and fingers, it costs \$50 to \$150 an acre to weed carrots by hand... when you hire workers to do the job.

Food for the millions now moves on a production line—in the field as well as in the processing plant. Cost accounting in agriculture is as important as in industry. Shell Research has proved that \$50 to \$150 an acre is too much for weeding *Umbelliferae*

—that it can be done for \$10 to \$30 an acre... without an ache or a pain.

The time-saving products developed in the Shell Agricultural Laboratories assassinate weeds with selected petroleum molecules. Weeds correctly sprayed at the proper time curl up and die. Carrots keep healthy, grow big and tasty...

Another new product of Shell Research is used in "pre-emergence spraying" to prevent weeds. As with preventive medicine, you conquer the disease by not getting it. If the weeds in a field are sprayed with a Shell weed killer before the crop is up—the crop grows, the weeds are controlled...

Development of specialized weed killers is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trademark, Shell Research is your guarantee of quality.



*Horizons widen  
through  
Shell Research*

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Incorporated





ONLY PAN AMERICAN OFFERS the luxury of non-stop sleeper service from New York to London! Four-engine Constellation-type Clippers fly you smoothly and swiftly "above the weather" . . . have comfortable reclining seats as well as roomy, bed-size berths.

# *Finest and Fastest Service to Europe*

NEW YORK TO  
**LONDON**  
NON-STOP **13<sup>3</sup>/<sub>4</sub>** HOURS

NEW YORK TO  
**LISBON**  
ONE-STOP **13<sup>1</sup>/<sub>2</sub>** HOURS





**L**ONDON, BY FLYING CLIPPER, is now only a good night's sleep away from New York! You step aboard a big 4-engine Constellation early in the evening . . . sleep in a big, wide, full-size berth as you fly non-stop to the British Isles . . . and arrive, rested and relaxed, in time for lunch the very next day!

This new luxury service to London is

offered *only by Pan American*. The Flying Clippers lead the way, too, with the fastest service to Lisbon. And from either London or Lisbon (see map) you can continue on to Paris by the 4-engine Constellations of the Pan American System.

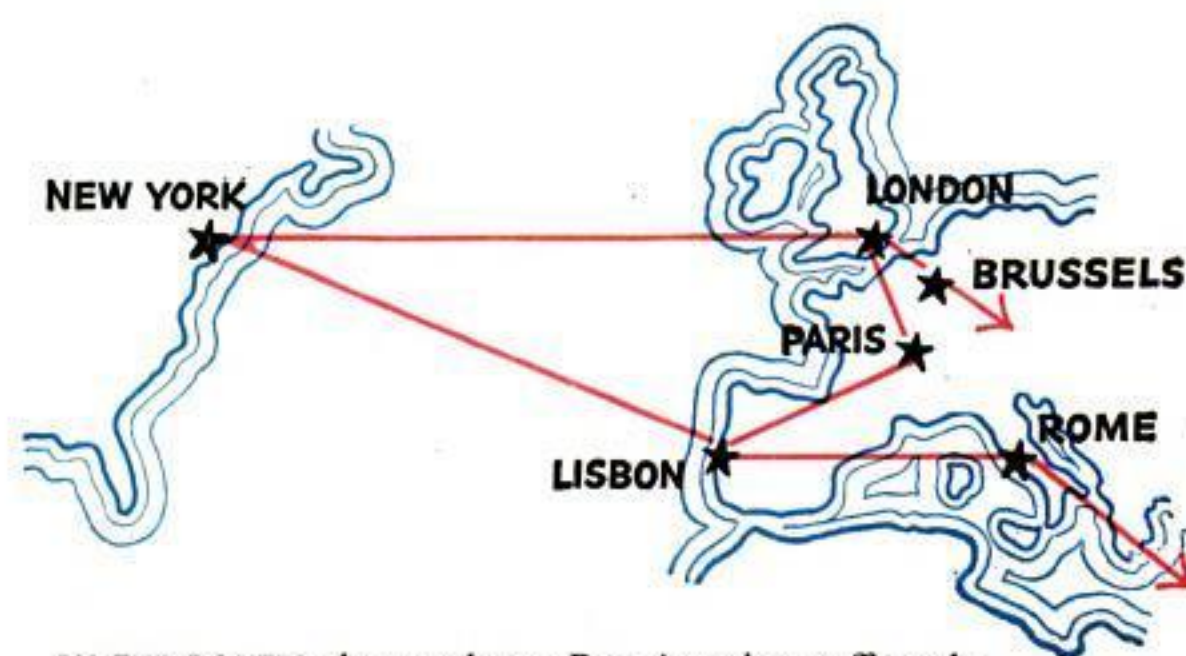
Make your Flying Clipper reservations to Europe now. Call your Travel Agent or the nearest Pan American office.



**LONDON** will be host to the '48 Olympic Games this summer. Plan now to stop over and see them! From London, eastward, Pan American offers *daily* service to Brussels, Frankfurt, Prague, Vienna. Also regular flights to Istanbul, India, and around-the-world.



**PARIS** in June is something to remember! This great city is accessible on the Pan American World Airways System from either London or Lisbon (see map below) . . . Or, 75 minutes by connecting airline, from Brussels. Fare from New York (via London) \$370.



**BY THE ROUTES** shown above, Pan American offers the fastest service to both London and Lisbon. Other lines show routes of the Pan American System on the continent of Europe. **FARES** from New York (subject to change): London \$350. Lisbon \$356. *Extra charge for berths.*

# PAN AMERICAN WORLD AIRWAYS







"I DIDN'T BLAME BILL for his indifferent interest in me. My hair had lost its softness, sheen and manageability. I pampered it . . . worked with it endlessly . . . still I wasn't happy with it UNTIL . . .



**MY LUCKY STAR** banished the problem. A noted hairdresser introduced me to Lustre-Creme Shampoo . . . and lo! My hair loveliness shone again. "Lustre-Creme," he explained, "is *not* a soap, *not* a liquid, but a dainty new, rich-lathering *cream* shampoo. Created by Kay Daumit, famed cosmetic expert, to bring out natural hair beauty. That's the Lustre-Creme magic you're looking at now!"



"KEEP IT LOVELY," the hairdresser urged. "Use Lustre-Creme Shampoo at home. It gives hair this three-way loveliness: (1) Makes it fragrantly clean . . . free of dust and loose dandruff; (2) highlights every hair strand with a lovely glistening sheen; (3) leaves your entire head of hair soft, pliable, easy-to-manage. Its instant billowy lather is a rare blend of secret ingredients—plus gentle lanolin, akin to the natural oils in a healthy scalp."



**MY DATE** with Bill that night found me newly self-assured . . . confident in the new-found glamour of my sparkling Lustre-Creme-lovely hair. Bill couldn't keep his eyes off its gleaming highlights. His cheek touched its new alluring softness while we danced. And the spell lingered on after the music stopped and we returned to our table. My heart stood still when he murmured: "Dream Girl, that gorgeous hair rates a bridal veil."

# I never thought I'd be Bill's DREAM GIRL till I became a "LUSTRE-CREME" GIRL

**AMONG THOSE PRESENT** . . . at our wedding was Lustre-Creme. Never before had my hair brought me so many compliments. And my hair will *stay* lovelier, too, with Lustre-Creme's constant care. Now this magical blend of secret ingredients—plus lanolin, also keeps Bill's hair clean, sleek and well-groomed.

**YOU, TOO** . . . can have soft, glamorous Dream Girl hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (No special rinse needed.) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean; gorgeous in its sheen; soft, easy to manage; lovely to caress. Try it! Now Lustre-Creme comes in tubes as well as in jars . . . for home and travel use, convenient for all members of the family. 4 oz. jar, \$1.00. Smaller sizes in jars or tubes . . . 49¢ and 25¢. At all cosmetic counters.

Kay Daumit, Inc. (Successor), 919 N. Michigan Ave., Chicago, Ill.







SAME SIZE "MERRY MITE" SUIT EXPANDS TO FIT BOYS 1½, 2½ AND 3½ YEARS OLD (ABOVE). MOST KIDS' CLOTHES LAST LESS THAN YEAR

# Sharp Styles for Small Boys

## DAPPER AND TOUGH, THEY EXPAND TO LAST TWO YEARS

Little boys, who are always rough and hungry, wear out and outgrow their clothes with amazing speed. As a result parents dress their small sons in plain, cheap overalls and cotton shirts, except on special occasions when a best suit is worn under close supervision. Last week, however, New York's B. Altman & Co. uncorked a drive to make little brother's whole wardrobe stylish. They announced a flashy new line of kids' clothes whose high cost is

offset by their washability, toughness and the fact that they expand to allow for two years' growth.

These new clothes, called "Merry Mites," are designed for boys up to 4 years old. All 40 of the new styles, ranging from shirts to overcoats, combine durability with grownup tailoring and fabrics (p. 37). Roominess, big buttons and strategically located zippers make them easy to get on and off. Tucks of extra material and adjustable buttons

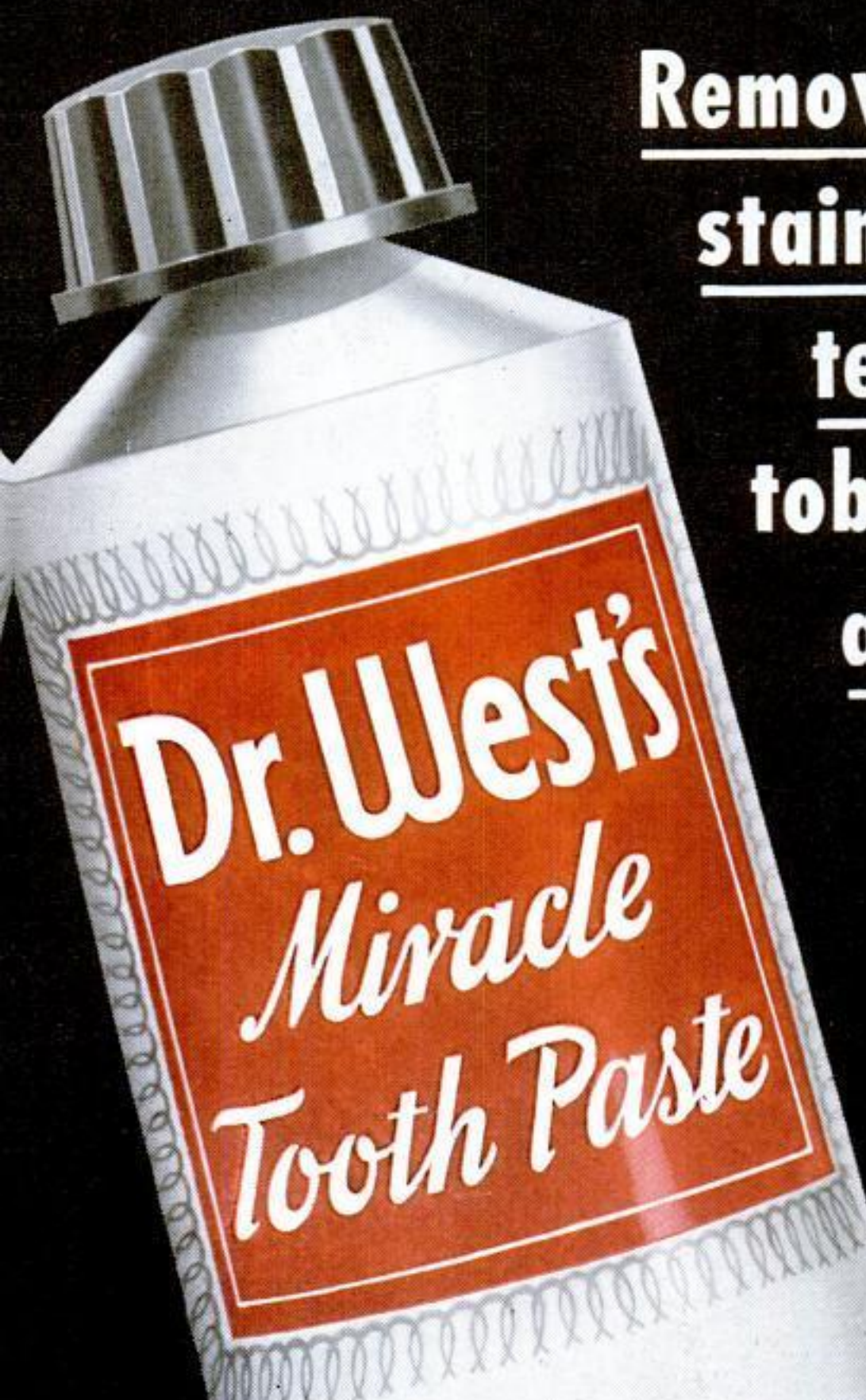
allow each garment to be let out in all directions two or three times as a child grows (above).

Merry Hull, the versatile young woman who designed these clothes, has also created gloves, car dashboards and labels for liniment bottles. She thoroughly tested each new garment on her 3½-year-old son Jon Christopher (p. 37), who cannot recall a time when he has not served as sewing form, model and animated laboratory for his mother.



# Package of Smiles!

Removes surface  
stains from the  
teeth ... even  
tobacco stains  
and tobacco  
breath!



50¢

IT RHYMES!—  
(Read it and smile!)

New discovery—  
gives you more!  
Cleansing, polishing—  
power galore.  
Safe! And such a  
pleasant taste.  
Effective! Truly  
a Miracle Paste.  
Get your pack of  
smiles today—  
"Dr. West's" the  
name to say!



Copr. 1948 by Weco Products Co.

## SMALL BOY STYLES CONTINUED



**BREEZY PEDAL PUSHERS** for summer are white with stripes to go with navy blue cotton shirt. Shoulder loops on the shirt hold trouser straps firmly in place. Outfit is expandable, sells for \$13.90.



**TWO TWO-PIECE SUITS** go well together when mixed by two little boys. Jacket on the boy at the left of the dog belongs to his friend at right and vice versa. Miss Hull planned her clothes to mix this way.

CONTINUED ON PAGE 87

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# She came in on the *Super Chief*



How else would she travel to and from California?

For the Super Chief is one of the most glamorous all-room trains in America, filled with people who know how to travel and appreciate the best in travel.

It serves those famous Fred Harvey meals.

It operates on a 39¾-hour schedule between Chicago and Los Angeles.

The Super Chief is the flag-bearer of Santa Fe's fine fleet of Chicago-California trains which run each day.



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# *MEN LIKE...*



*the smart good looks...*



*...and the fine construction*

## *of ESQUIRE SOCKS!*



*Ask for Esquire Socks, gentlemen—and you'll get:  
Extra-good looks—Designed in our Fifth Avenue Fashion  
Laboratory, they're the smartest thing on two feet!*

**Extra-fine construction**—Esquires are constructed with  
long-wearing Multi-Ply (reinforced) heels and toes.

**Left: A wonderful new Esquire Sock!** It's a lisle 6 x 3 rib,  
with Irish linen reinforced toe. "Colorfixt\*"—won't  
fade or run! Longs or shorts, 75¢. Other Esquire  
Socks, 55¢, up. Wonderful values. Get 'em today.

\*Trade-mark

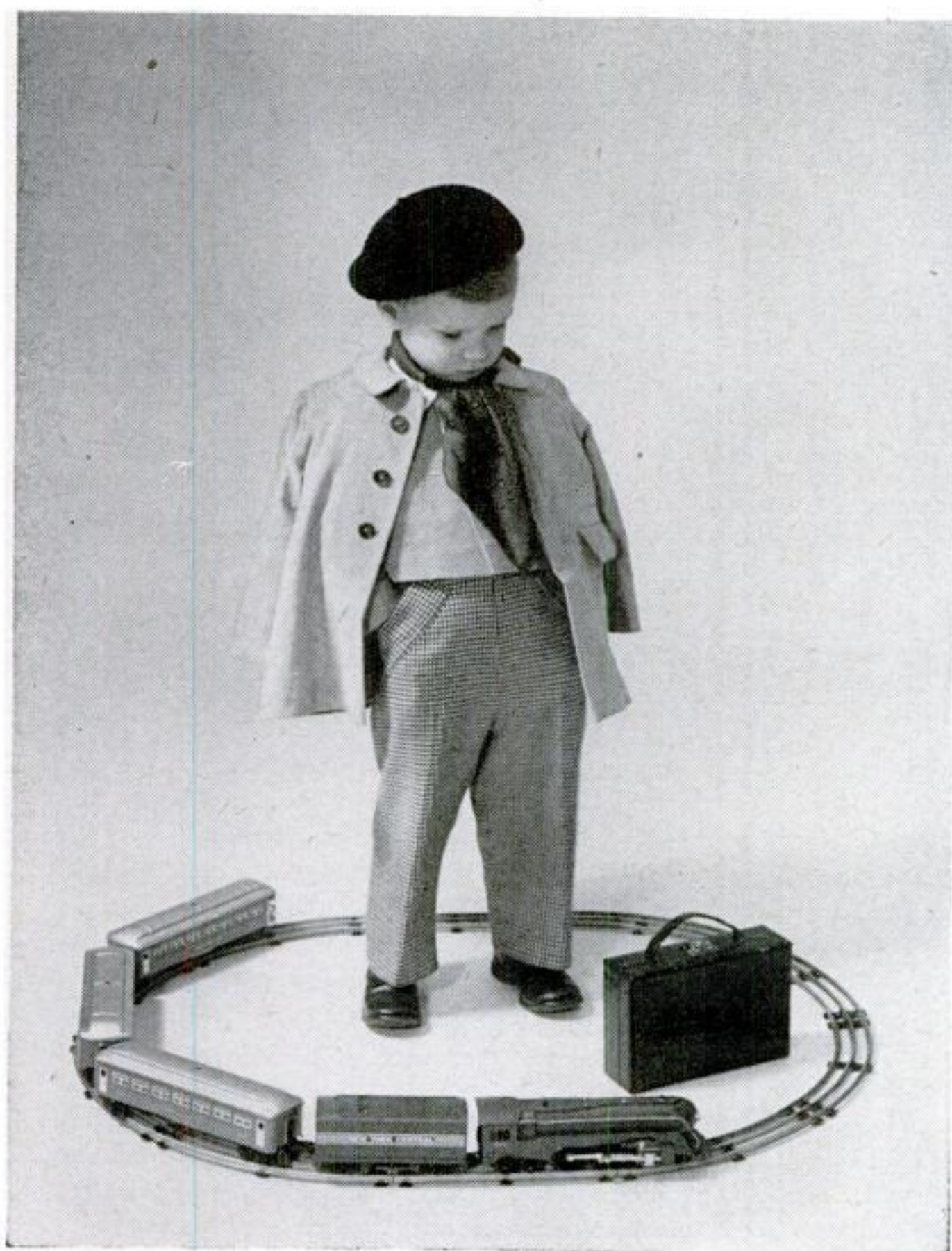
**ESQUIRE SOCKS**—by the world's biggest maker of men's socks.



SMALL BOY STYLES CONTINUED



**"MAN OF DISTINCTION" SUIT** gives little boys a grownup feeling and the blase air of a successful rake. With a fly-front coat and slash pockets this glen-plaid worsted for Sunday best costs \$45.



**PARTS OF THREE SUITS** make travel outfit for visit to grandma or the zoo. Model in picture is Designer Merry Hull's son, Jon Christopher, for whom all Merry Mite clothes were first designed.

**BOSTONIAN**

*Triple-Threat*

**TRIPLE DECKER SOLES**

**FULL LEATHER LINED**

**EXTRA HEAVY UPPERS**



Solid evidence of two-fisted sturdiness! Here's year 'round wear that IS wear plus everlasting, built-in, plain-toe comfort. Style-high too, is Triple-Threat's handsome simplicity and deck on deck soles.

**Bostonians start at \$13.95**

*Bostonians*

**FIT RIGHT • FEEL RIGHT • THEY'RE WALK-FITTED**

WHITMAN, MASSACHUSETTS





FROM THE BALUSTRADE LEADING FROM THE MAIN QUARTERS OF HIS MIDLAND HOME TO THE SUBAQUATIC STUDY (LEFT REAR), ALDEN DOW LOOKS OUT OVER THE POND



**CHIMNEY** of Dow's own home was made steplike purposely to give his children a good place to climb.

# ALDEN DOW

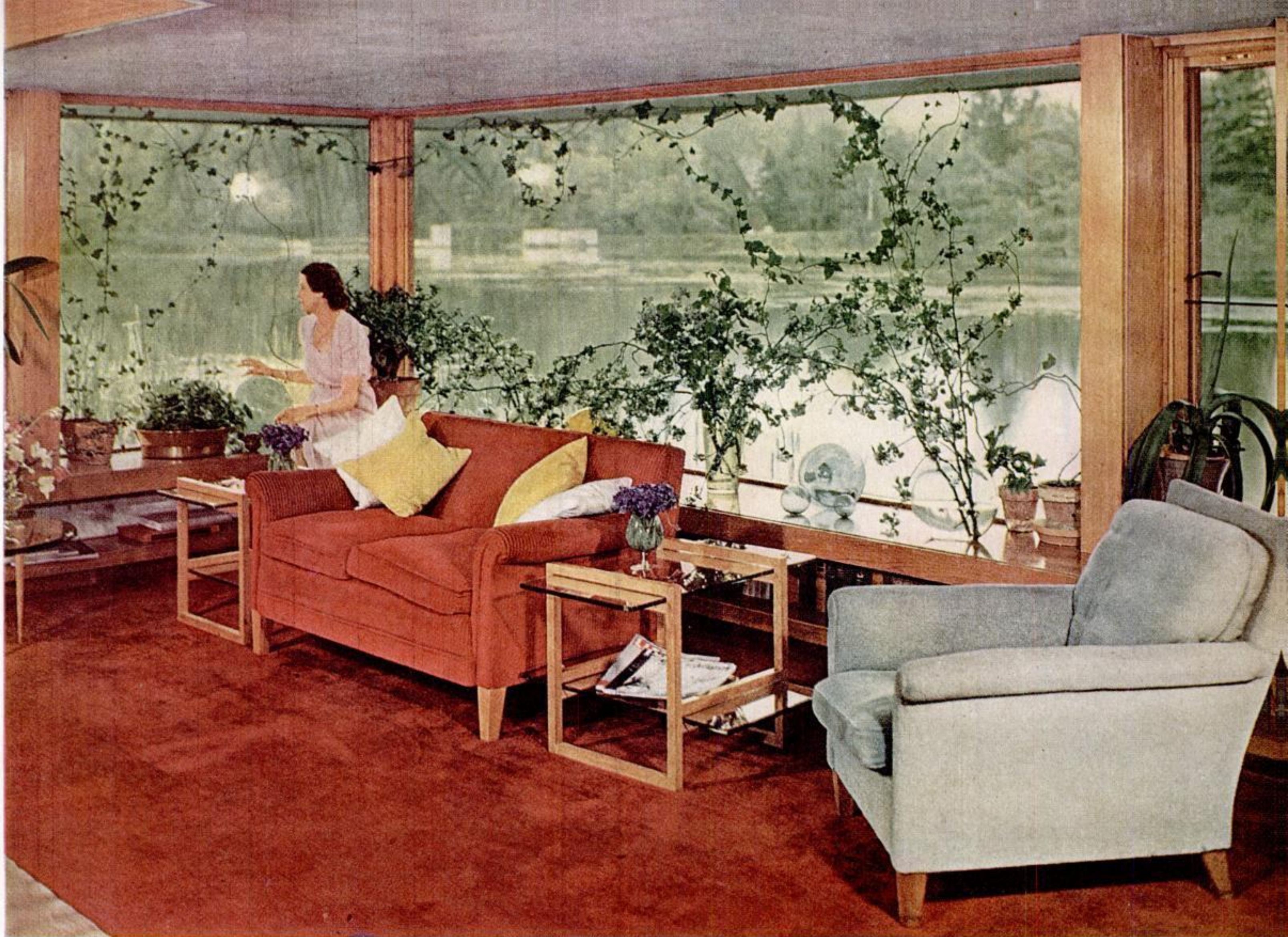
## HIS MODERN HOMES ARE NOT MONASTIC

In their unrelenting march away from traditionalism, modern architects too often achieve cold, logical efficiency at the expense of the qualities which make a house inviting and warmly livable. One U.S. architect whose houses are not merely efficient but thoroughly livable is Alden Dow, a mild, amiable man not widely known outside his profession. A son of the founder of the big Dow Chemical Company of Midland, Mich., Alden Dow has devoted most of his 43 years to the practice of modern architecture, never accepting the "machine for living" philosophy that has characterized many of his colleagues. His style grows out of a deep conviction that man's emotional requirements in architecture are as vital as his material ones, and this belief infuses the approximately 70 major residences, plus churches and public buildings, that he has designed. As a result Dow never begins a

house without making an unusually painstaking study of the needs and personalities of the family that will occupy it.

Some of the notable elements usually found in Dow's houses are irregularly shaped rooms which provide both spaciousness and coziness; cement-cinder blocks, a Dow trademark, that create interesting patterns outside (*above*) or inside; big windows that merge the interior with a generously planted exterior, and bold colors. Dow likes to build on water (*opposite page*), sometimes injects a playful element into a house (*left*), whether it be a \$75,000 mansion or a unit in a housing project such as he built at Lake Jackson, Texas. The results, with none of the stark monasticism that most people feel is inevitable in modern architecture, are always original and possess an informal charm that makes them some of the most satisfying residences in the U.S.



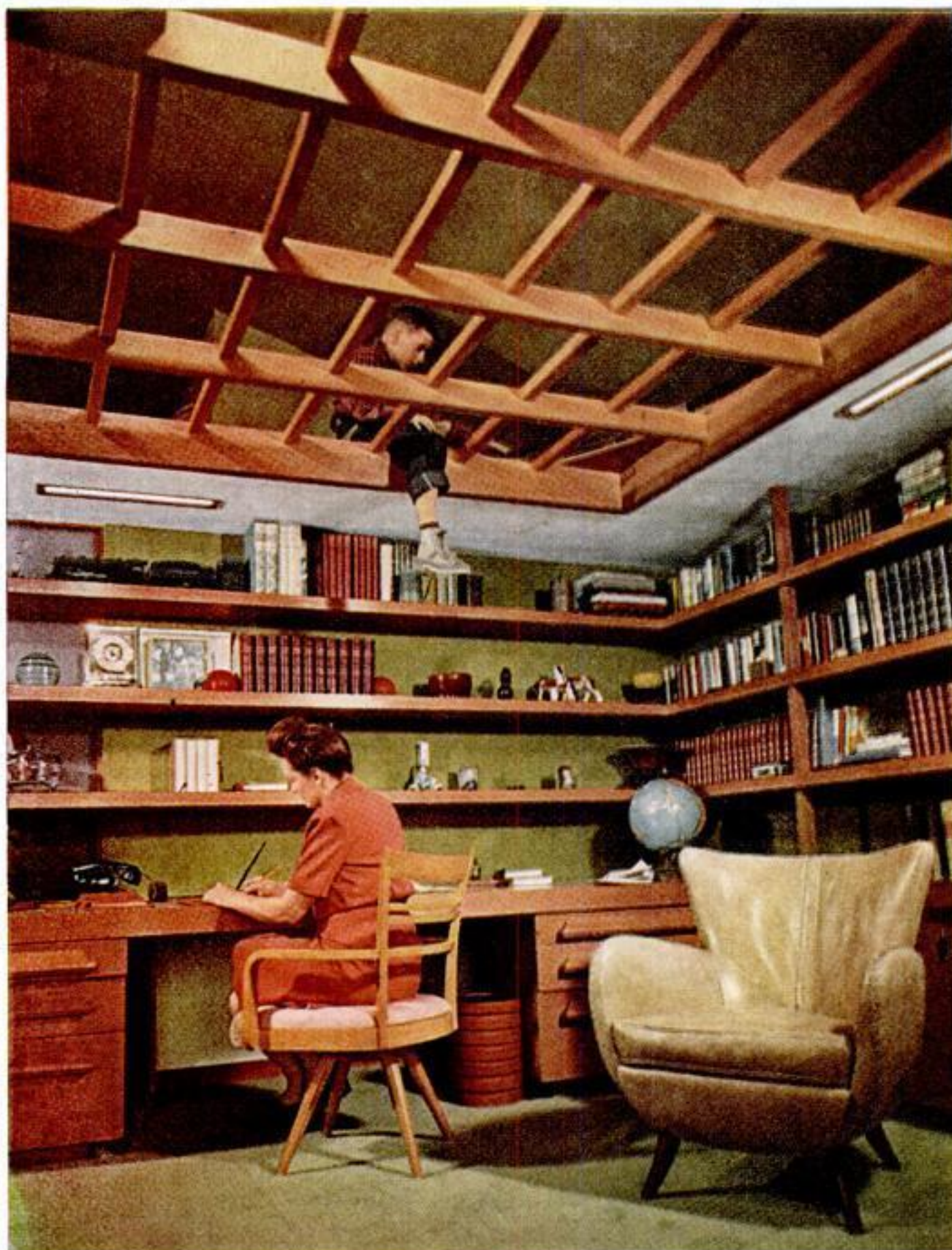


**BUILT ON A MILL POND**, the house Dow designed in 1937 (*above and below*) for Gordon Saunders in Bloomfield Hills, Mich., overlooks placid water in the summer, a skating rink in winter. Water-reflected sunlight fills the living room.

**ROOF PATTERN** of irregularly pitched planes helps tie house to the surface of the pond. Its rooms include a playroom, conservatory, three master bedrooms, guestroom, maid's bedroom and sitting room. Every wall contains storage space.







MRS. DOW WRITES IN LIBRARY WHILE SON MIKE RUNS HIS TRAIN ON FLOOR ABOVE

## DOW'S HOME IS BUILT FOR PLAY AND WORK

The house Alden Dow designed for his family in 1934 has the comfortably solid look of having grown out of the land and water that surround it (*right*). Because its rooms melt almost wall-lessly one into another and the windows are large and well located, it affords long, pleasant views whether one looks out or in. The house contains such unusual items as a drafting room for Dow's assistants, a home workshop and a study with windows at water level, ceilings through which a youngster can dangle his legs (*above*), concealed phonograph speakers, and a place to run model electric trains.



DOW LIVING ROOM serves many purposes. Low-ceilinged part (*background*), set off by steps, invites intimate chat; foreground area is for larger gatherings.



CONCRETE BLOCKS, with which Dow likes to create large textural patterns on both inside and outside walls, are also used in his own home to inject an





element of play. They are placed in the pond, some just under the surface, as steppingstones to challenge the agility of both children and adults. Dow puts plants

around the windows inside the house to merge the interior with the richly landscaped exterior. Wing projecting behind the children is Dow's subaquatic study.

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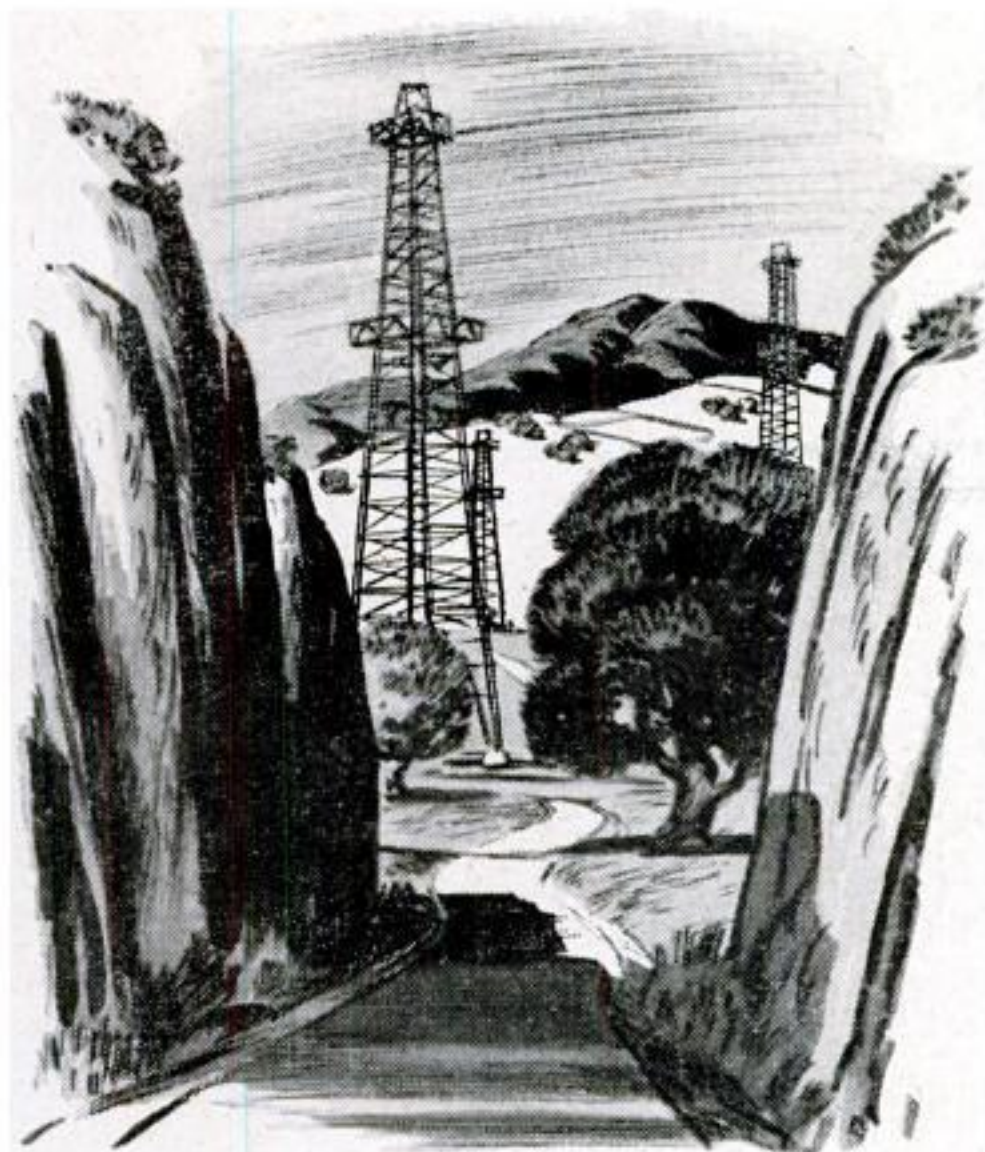


**HALFWALLS** around the staircase in the Calvin Campbell house in Midland afford vistas into both the living room (*top*) and dining room, where the family is lunch-

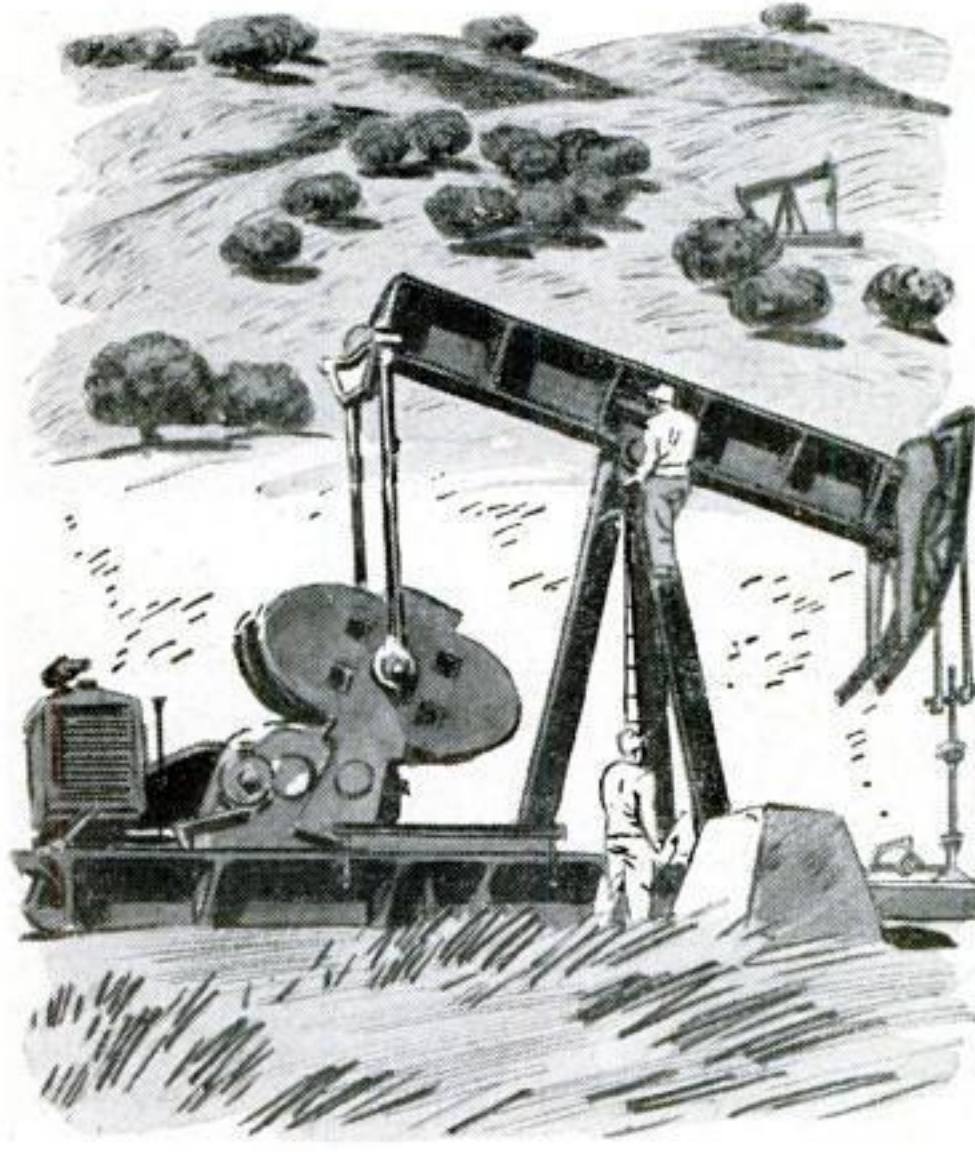
ing. Dow feels that such unconventional wall treatment adds interest and surprise to a house and that color should be used as it is here—boldly and contrastingly.



# Oil production has increased



**1. During the summer** of 1944, Union Oil drilled 3 wells on a new site in Olivera Canyon near Santa Maria, California. Two of the wells came in. But since the type of crude they struck was worth only 60¢ a barrel at that time, it was impossible to operate them without losing money. So both were shut in. Today, crude oil of the Olivera Canyon type brings \$1.84 a barrel.

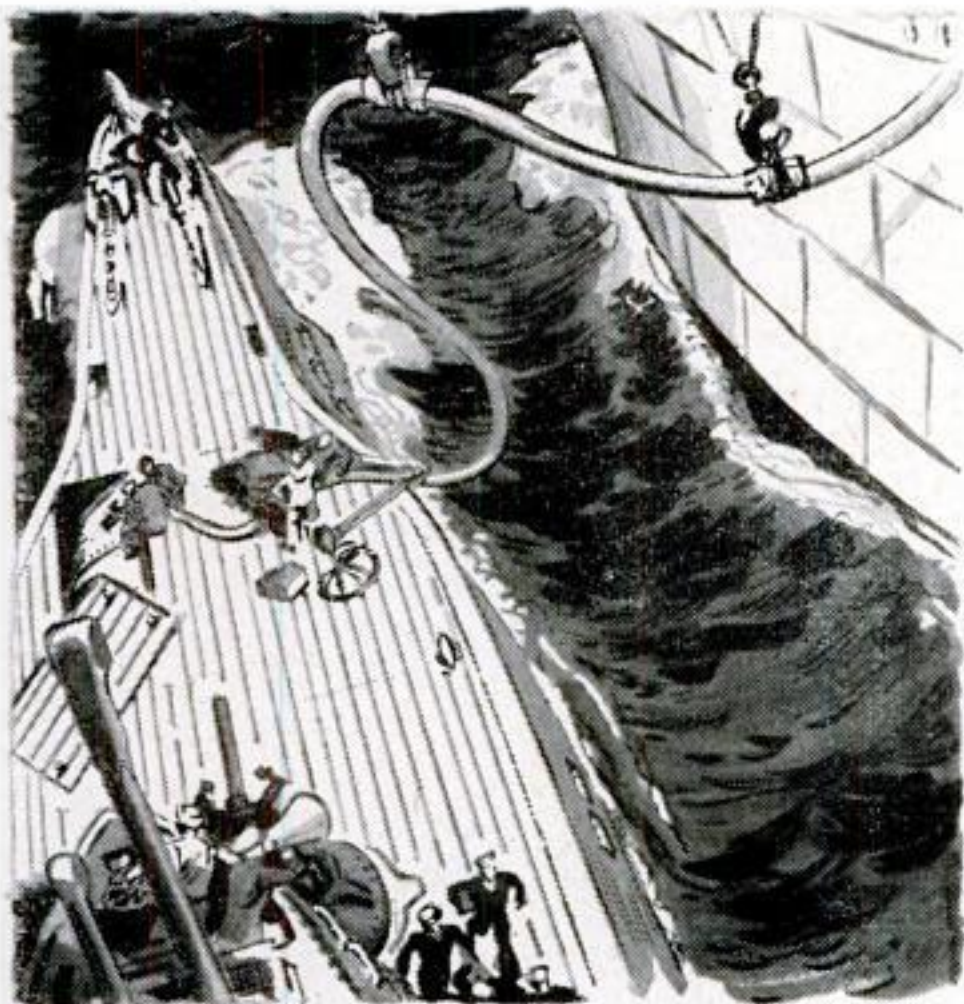


**2. Consequently,** both wells are in operation again, a third has been drilled and two more are under consideration. This isolated case is typical of a development that has been taking place throughout the California oil industry during the last two years. And it's one of the best examples we've found of the way our free economy reacts—automatically—to meet the *needs* of the people.



**3. Back in January,** 1940, the people of the Pacific Coast needed about 608 thousand barrels of crude per day to meet their daily requirements. At that demand, average California crude\* brought \$1.10 per barrel. At \$1.10, 15,185 of the industry's most efficient wells could supply the need. When war broke out, average crude prices were frozen at \$1.15.

\*Prices used throughout are for Signal Hill 27° crude at the well.



**4. But because** of the emergency, every well that could break even or better at \$1.15 was put into production. And a lot of new ones were drilled. Consequently, by May, 1945—our peak wartime month—California was producing 880 thousand barrels of crude a day from 22,035 wells.\* Came VJ Day and production started to drop back. The emergency was over and, since prices were still frozen, marginal wells were shut in.

\*Exclusive of Elk Hills, Navy oil field which was operated during the war only.



**5. Enter another element:** the public. Between 1940 and 1946 our Pacific Coast population had increased 40%. More people meant we needed more oil—more oil than our fields could produce at pre-war crude prices. So as soon as a free market was re-established—and price controls removed—the *true* public demand began to exert its influence to get that *additional* oil produced.



**6. First the price** of crude began to go up. That meant more and more *marginal* wells became economic to operate. So production and drilling went up. With each increase in price came an increase in production until today we're producing *more* oil—929 thousand barrels per day—than we did at our wartime peak. This is 53% more than our 1940 production, which just about coincides with the increase in population and industry on the Coast.

## UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

*This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.*



# CHURCHILL'S OWN PICTURES REFLECT HIS LIFE



**GRANDFATHER** Leonard Jerome, a N.Y. *Times* director, was a famed U.S. turfman.



**JENNIE JEROME**, a renowned beauty, wed Lord Randolph Churchill and became Winston's mother.



**LORD RANDOLPH** became Chancellor of the Exchequer. Although he died when Winston was 20, his open-minded outlook deeply influenced his son.



**AT HARROW SCHOOL** Winston studied for 4½ years. This painting of the Fourth Form Room where he first recited his lessons hangs in Churchill's room at Chartwell.



**POLO** was long his favorite sport. He took it up while in the Fourth Hussars.



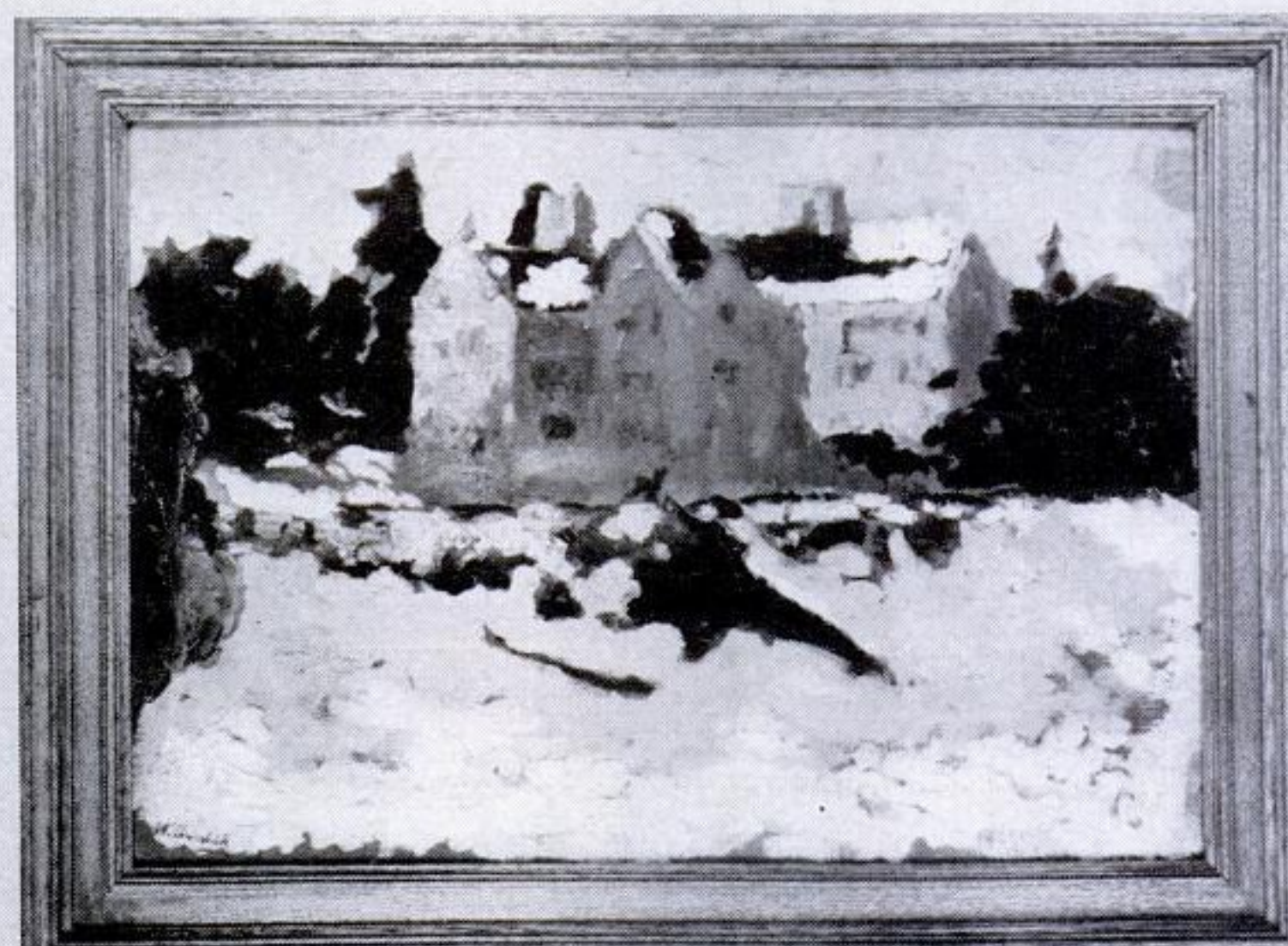
**CHURCHILL IN 1915**, shortly after he left the Admiralty, was painted by Orpen.



**ROOSEVELT'S** photograph is kept in Churchill's bedroom in London house.



**CHURCHILL AT HIS EASEL**, first trying his hand at art, was painted by his artist friend Lavery.



**CHARTWELL**, Churchill's country place in Kent, is a subject he has frequently painted. This canvas was once exhibited anonymously, won him a first prize.



# A Portrait of WINSTON CHURCHILL

England at peace thought him too impetuous  
but England at war found him indispensable

by HAROLD NICOLSON



MASTER WINSTON was a freckled, chubby red-head who clashed consistently with schoolmasters.



AN ARMY OFFICER in 1916, he posed in French poilu's helmet for this portrait by Sir John Lavery.



PHOTOGRAPH of Mrs. Churchill, taken when she launched aircraft carrier, is her husband's favorite.

On April 16 *LIFE* and the *New York Times* start the exclusive publication in the U.S. of the first volume of Winston Churchill's memoirs. Following this the book, which will be a Book-of-the-Month Club choice, will be issued by Houghton Mifflin Co. By way of foreword to Mr. Churchill's own account of World War II, *LIFE* presents an account of England's feelings toward her great man, written by a cultivated British diplomat and historian, Harold Nicolson. A long-time friend of Mr. Churchill and one of his greatest admirers, Mr. Nicolson, a member of Parliament from 1935 to 1945, recently joined the Labor party and is now fighting an election for the parliamentary seat of North Croydon.

THE Greeks contended that if a man desire to achieve complete virtue he must cultivate 12 qualities. They are: ambition, gentleness, truthfulness, magnificence, generosity, magnanimity, reverence, justice, prudence, wit, courage and a certain degree of charm. Winston Churchill is deficient in one of these qualities; he has not always cultivated prudence. The other 11 he possesses above life size. Inflexible, indefatigable and invincible—from the mists of our apprehensions his virtues loomed for us as battleships in a fleet at sea. By the force of his character and intelligence he saved his own country; he saved Europe; perhaps, even, he saved the world. What is the nature of this great man?

I can well recall the first time that I ever heard the name of Winston Churchill. It was shortly before the turn of the century. I was a small boy at that date and I was spending the night at Government House, Gibraltar, on my way to Morocco where my father was British minister. There was an elderly colonel present who had just returned from the Sudan. He complained with much bitterness of certain articles which had appeared in the *Morning Post*, in which Lord Kitchener had been criticized for his conduct of the Omdurman campaign. "Disgraceful," he thundered, "absolutely disgraceful. Half newspaper correspondent, half serving officer—such things should not be allowed. The man's no more than a cad, I tell you. In Egypt we used to call him 'the Blenheim pup.' He has merited the name."

"Irresponsible, perhaps," the governor answered mildly. "Yes, I should say rather irresponsible. He gets it from his father."

On reaching Tangier the next afternoon I repeated the conversation to my father and asked him what it was all about. "Oh, I see," he answered. "It must have been young Churchill, Randolph's son."

I did not meet him personally until 1908, when I was in my last year at Oxford University. A mile or so outside the city stood the home of Lord Abingdon, a grim gray building in a lovely park, known as Wytham Abbey. Lord Abingdon's younger son, Arthur Bertie, was a classmate of mine at Balliol College. On Saturday evenings he would take me out to dine at Wytham, an invitation which I much enjoyed.

On one such occasion, as we drove out to Wytham on Saturday evening, Arthur Bertie said to me, "Winston Churchill will be there tonight." I was enthralled by the prospect of such an encounter. He was already a public figure; his escape from Pretoria, the controversial nature of his books and articles, had already earned him wide, if not always flattering renown. And here he was, a member of the cabinet and president of the Board of Trade at the age of 34.

Strange is the functioning of human memory—I can recall exactly what Churchill looked like on that spring evening in 1908. The picture of him in his later years, from 1935 until today, is as vivid to me as any photograph. But although I saw him often during the middle period, I cannot recapture or describe the slow processes by which the lithe young minister of 1908 merged into the lapidary figure of the Churchill legend.

When Churchill arrived my first impression was that of a young man with reddish hair; a young man who stooped and slouched as he walked in. He advanced toward the fireplace with a slightly hesitant smile, not certain as to who among the group were known to him and who unknown. His social manners, when he wishes to exercise them, are punctilious, a shade courtly: they are accompanied by a small, a vague, but an ambivalently benevolent smile. The line of his lips, in those days, had not settled into the pugnacious grip with which we are today so

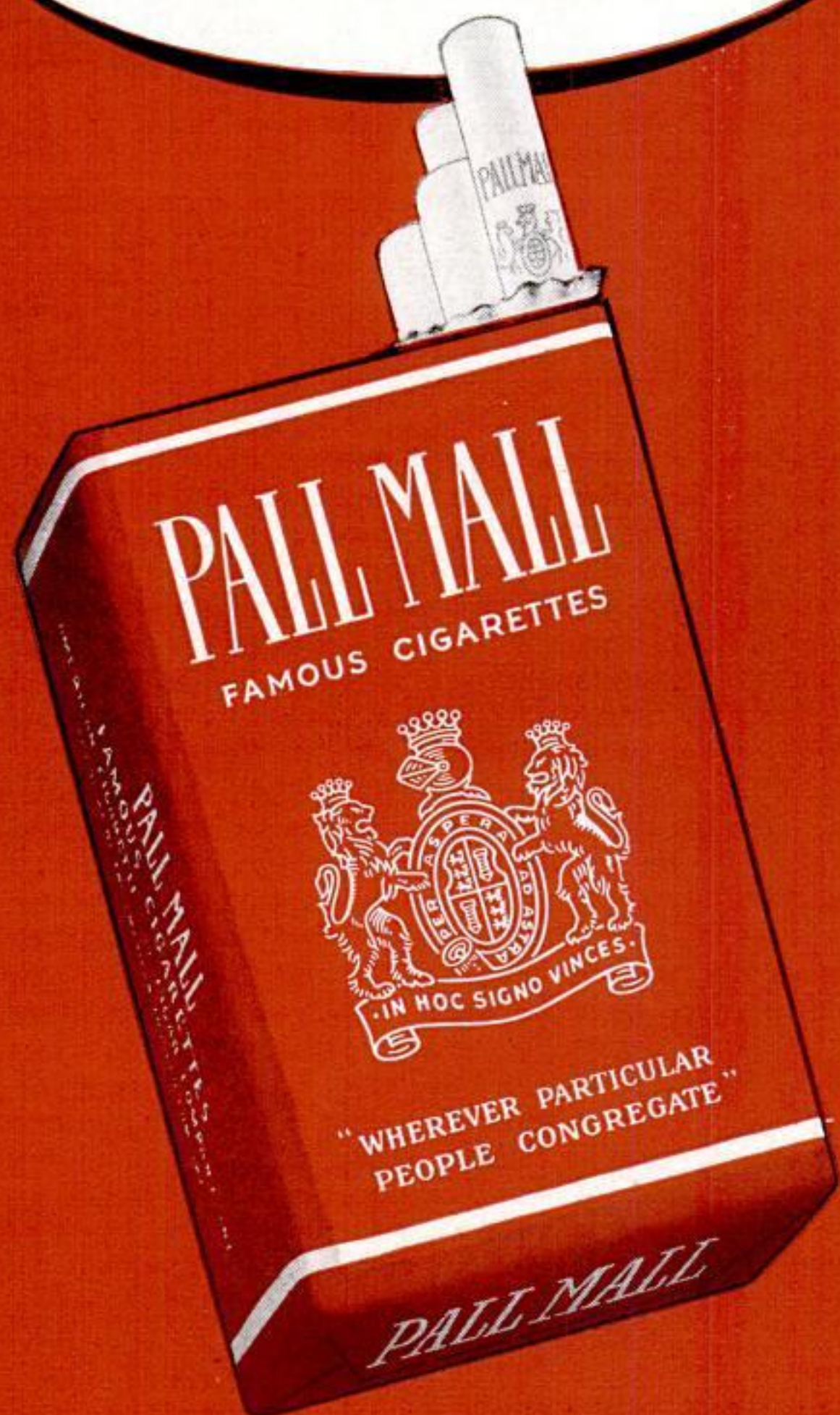


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"THE OLD SEA DOG," published by *Punch* on eve of war in 1939, recalled England's cry for Francis Drake when invasion by the Armada threatened.

### CHURCHILL CONTINUED

familiar. It was his upper rather than his lower lip that then protruded. The impression conveyed was one of sensitiveness backed by energy which at any moment might become aggressive. He looked very different from what he looks today.

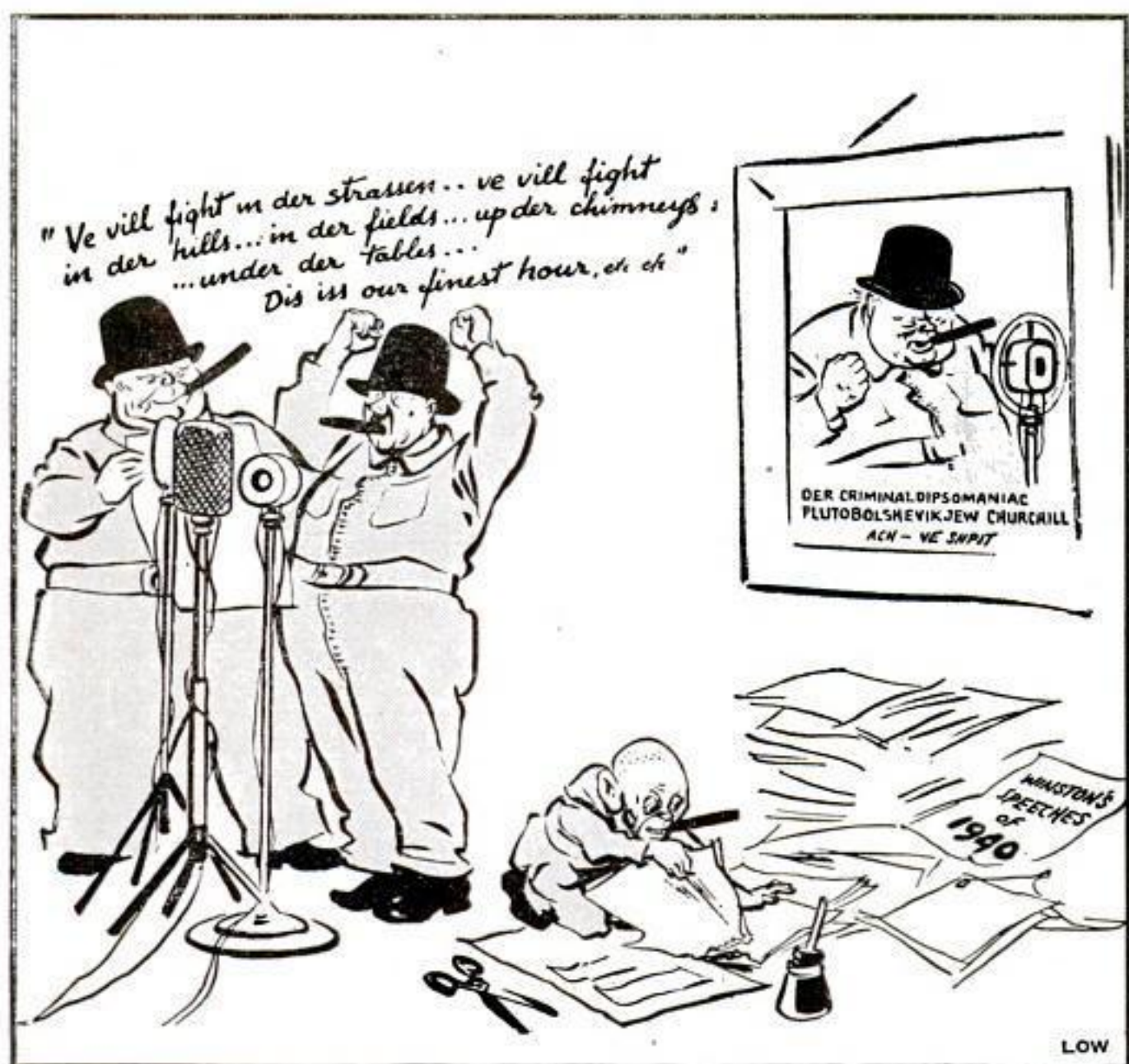
Two things I noticed, however, which have remained unchanged. In the first place, there was his habit, when embarking on a story, indulging in an argument, or delivering some rotund phrase, of raising his faint eyebrows slightly. And in the second place there was his voice. The slight impediment in his speech and his inability to pronounce the letter "s" seem, when I look back, to have been at that date more pronounced than they were in later years. But his special gift for giving to ordinary conversation the force of oratory; his peculiar handling of emphasis and pauses; his ability to convey the feeling that his most ordinary remark was, not merely properly composed, but carefully punctuated; the slightly histrionic alternations between scorn and exhortation; in fact the rhetorical quality of his discourse—all these astonished and delighted me at this first meeting even as they have filled me in later years with undiminished pleasure and surprise.

I do not recall what he discussed. I recall only that he talked a great deal. But one remark which he made on that evening puzzled me at the time and has since struck me as significant. He had been complaining of the delays and obstructions of politics, of the difficulty which any minister encounters in seeking to impose upon his colleagues or his subordinates a complete and logical plan. "But surely," someone interposed, "you have no need to be in such a hurry. You are the youngest of all ministers; you have years before you." "Oh, but I *do* need to hurry," answered Churchill. "I have compelling need of time. Since you see—you see—" and here his faint eyebrows lifted comically, "you see all we Churchills damp off after the age of 40."

Now this, as I learned later from one of his intimates, was not a chance remark. He really believed in those earlier days that he was not destined for many years of useful activity. The specter of his father's sudden and premature decline haunted his youthful ambitions. It may be that the impatience of his first career—an impatience which led many to accuse him of irresponsibility—was induced by this unhappy illusion. Could the Churchill of 1908 have been granted a vision of the Churchill of 1940 it might well have been that his early political adventures would have been more temperate, more sedate and less provocative.

Much has been written about Churchill's heredity, and it may be that the fusion within him of American with English blood produced a galvanic effect. The descendants of the great Duke of Marlborough had not, until the meteoric advent of Lord Randolph Churchill, been distinguished for exceptional vitality. Leonard Jerome, Winston's American grandfather, was, however, a man of reckless enterprise and great energy of character. A strain of adventurousness was transmitted to his grandson.





"IMITATION THE SINCEREST FLATTERY" was Low's title for this cartoon of Hitler, Goebbels and Göring aping Churchill to arouse the Germans.

It must have meant something to Churchill to be descended from the most intelligent and impetuous of England's soldiers. No little boy, moreover, could have been born at Blenheim Palace without the splendor of that lavish edifice leaving, upon his memory at least, some traces of grandeur. But although Churchill recognizes and respects patrician qualities, he sets no store by aristocratic pretensions. On one occasion I remember, when someone was lamenting the decay of the greater and lesser homes of England, Churchill grumbled out, "What? Want to preserve them forever in their moldering manor houses?" I should not say that his aristocratic lineage was nothing to him; it gave him social self-assurance and that personal pride which has always prevented him from succumbing to the dodges and evasions of the professional politician. But it is important to remember that in all essentials Winston Churchill is a self-made and self-educated man.

His ducal background at all events was little more than a decorative episode compared to the tremendous fact that he was the son of Randolph Churchill and Jennie Jerome. His pious loyalty to his father's memory provides the clue to many of Churchill's earlier attitudes and actions. From the outset of his political career he fought for those very causes in which Lord Randolph had failed. From the first moment that he entered the House of Commons he affirmed himself as his father's successor and vindicator. Even in minor ways he emphasized this inheritance. He took his seat in the Chamber in the same place from which his father had conducted his vehement campaigns. He even copied the style of his dress: a long frock coat, a wide-winged collar and tie. In his early manner of speaking in the House he would imitate Lord Randolph's stance: the body leaning forward, neck outthrust, arms akimbo, the hands resting upon the hips and parting the falls of the frock coat. In his later years this manner of addressing the House of Commons underwent a change. The old nonchalant and assertive manner was discarded: as prime minister he would stand almost erect at the table, and his arms, when not raised in some infrequent gesture, would be almost limply pendant by his sides.

### "She shone . . . like the evening star"

WINSTON CHURCHILL was only 20 when his father died. His mother had until then been for him a remote and beatific vision. "My mother," he has written, "made a brilliant impression upon my childhood's eye. She shone for me like the Evening Star. I loved her dearly—but at a distance." After the death of Lord Randolph, Winston's mother was able to devote to the interests and career of her elder son the wide influence and the immense powers of persuasion which she possessed. In his cause, as he has recorded, "she left no wire unpulled, no stone unturned, no cutlet uncooked." After all, they were almost contemporaries; only 20 years stood between them; and Lady Randolph, until the end of her life, was eternally young. Even in her later years, when I first knew her, she was a woman of great beauty and purposeful vivacity. She shared, she

CONTINUED ON NEXT PAGE



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**MAKES ELECTRIC SHAVING EASIER**



FAVORITE POSE of Lord Randolph Churchill (left) was imitated by his son, and both were sketched for *Vanity Fair* by famed Cartoonist "Spy." Lord Randolph was drawn in 1880 when he was 31, Winston in 1901 when he was 27.

## CHURCHILL CONTINUED

stimulated, and on occasions she controlled, the ambitions of her son. There have been only two women in Churchill's life, his mother and his wife.

From the age of 34 Winston Churchill was almost continuously in office until the age of 55; by the year 1929 he had occupied most of the important offices of state. Then followed a sudden and dramatic reversal of fortune. Only a national disaster could silence the jealousies and fears of smaller men and bring him to the summit of power. On May 10, 1940 he became prime minister in the hour of his country's direst peril. He was omnipotent and resolute; he was 66 years of age.

Even during the darkest years Churchill never entirely lost the affection of his countrymen; what he lost was their confidence. I remember meeting him one afternoon in 1930 or 1931 as he was walking across the Horse Guards Parade in London. We were going in the same direction, and we fell into step. I was considering entering politics at that period, and he warned me against the disappointments of a parliamentary career and the fickleness of public opinion. "Here I am," he said, "after almost 30 years in the House of Commons, after holding many of the highest offices of state, here I am—discarded, cast away, marooned, rejected and disliked." We had turned into St. James's Park and a gardener who was sweeping up the dead leaves raised his hat and quietly uttered the unexpected words, "Good old Winnie!" Churchill grinned. "The British public," he said, "is a curious animal. It relishes the familiar. When it has consistently disliked a man for 30 years he becomes a familiar object of abuse. And as such, 'Good old Winnie.' " It was not with scorn that he repeated the last three words; he was touched by the episode and comforted. Yet assuredly, during that period from 1930 to 1940, he had lost the confidence of his countrymen. How is this misfortune to be explained?

Partly it is owing to the impact of his temperament upon the British national character. The British, except in moments of danger, are a lethargic race; they do not care for stimulants, they prefer sedatives. They are distrustful of brilliance, they feel more at their ease with what they call "sound common sense." Their optimism, which in a crisis becomes a source of strength, degenerates in neutral periods into an ardent desire to believe that nothing unpleasant is likely to occur. Their motto then is "safety first." Churchill has never believed that safety is the highest aim of human endeavor.

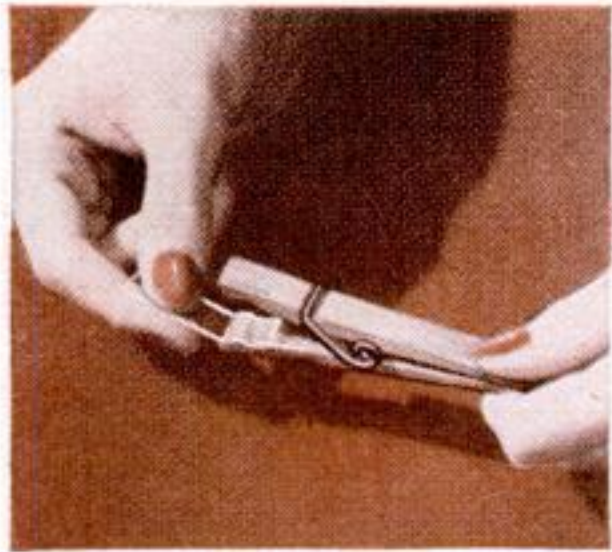
Great Britain, between the two wars, hankered after repose. Churchill's habit of interfering with everything, and everybody; of foreseeing dangers and pointing them out with trenchant lucidity; of not letting well alone; of always wanting, in his tiresome restless way, to learn things at first hand; of exposing the futility of a policy of "safety first"—this inveterate habit filled the timid and the slothful with irritated disquiet. "He is an adventurer," wrote Philip Snowden. "A soldier of fortune. An escapade has an irresistible fascination for him." "Before all things," wrote H. G. Wells acidly, "he desires a dramatic world with villains and one hero." "We all," an early friend of his once said to me, "have our daydreams. Win-

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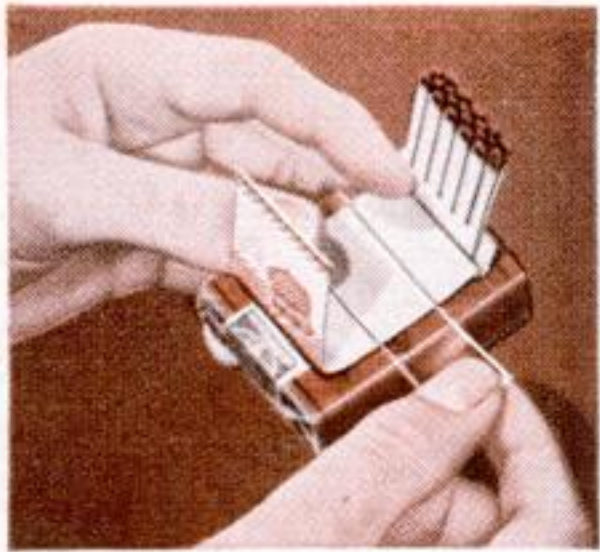


# Tape it easy

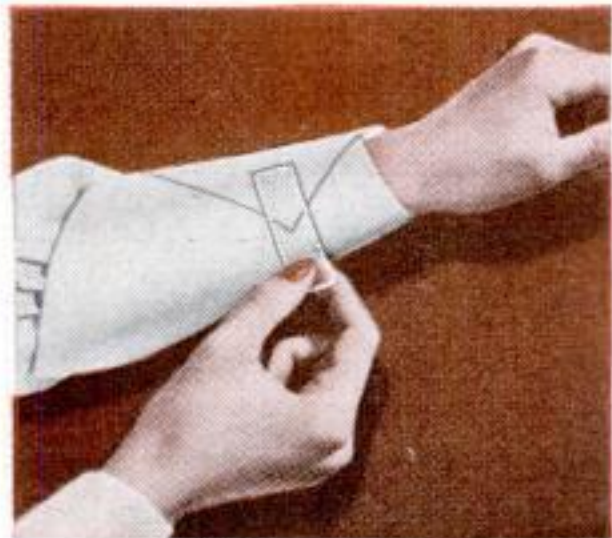
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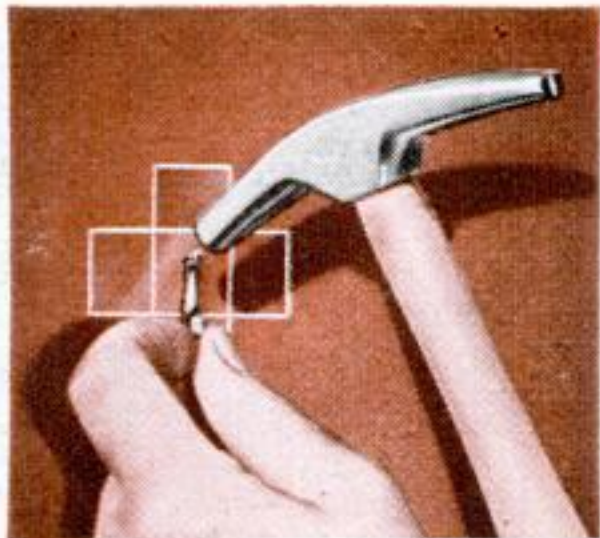
**1** PREVENT garment snags by covering clothespin jaws with smooth "Scotch" Cellulose Tape.



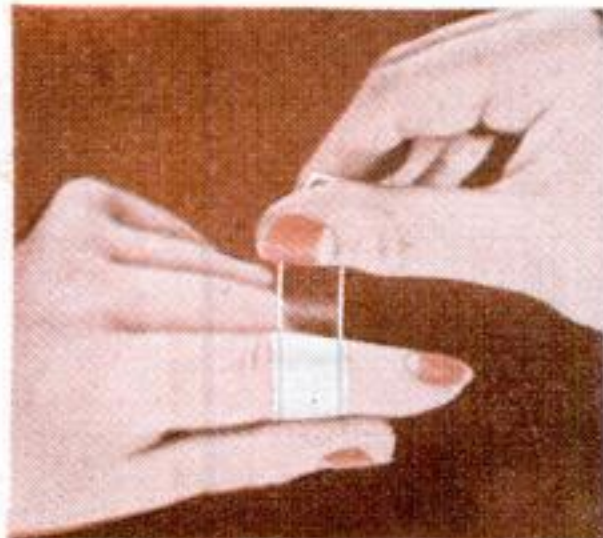
**2** KEEP matches handy by "Scotch" Tape-ing a book of matches to each fresh pack of cigarettes.



**3** PROTECT blouse and dress sleeves with paper cuffs held on with "Scotch" Cellulose Tape.



**4** DRIVING a nail to hang a picture? Crossed strips of "Scotch" Tape will keep plaster from chipping.



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**6** STICK coins to card or letter with "Scotch" Tape and they won't bounce around in the mail.



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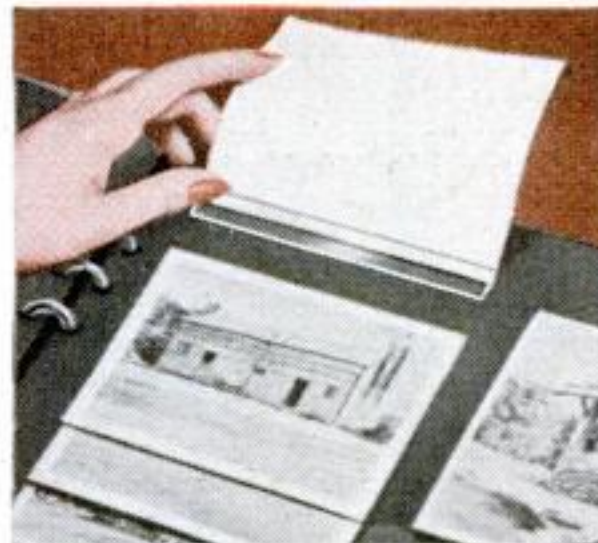
**8** FASTEN new window shades to your old rollers with tight-sticking, firm-holding "Scotch" Tape.



**9** COVER rough curtain rod ends with "Scotch" Tape and they'll slip into the curtains with nary a snag.



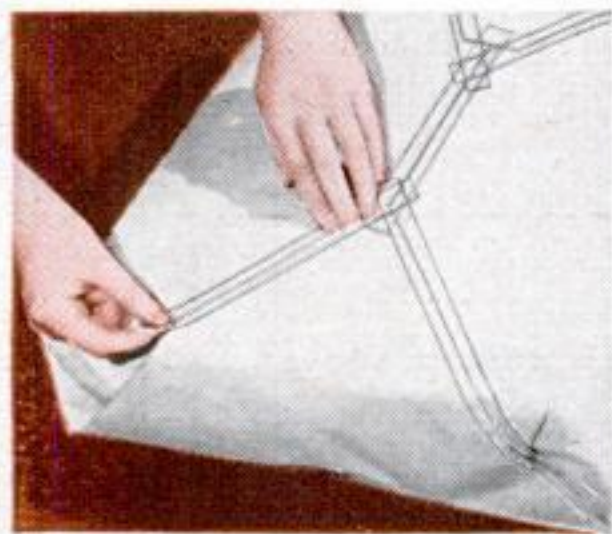
**10** FIX that tear in your smart plastic party apron with an invisible strip of "Scotch" Tape.



**11** GET more prints in your photo album by hinging them at the back with firm-holding "Scotch" Tape.



**12** BIND frayed end of shoelace with transparent "Scotch" Tape when metal tip comes off.



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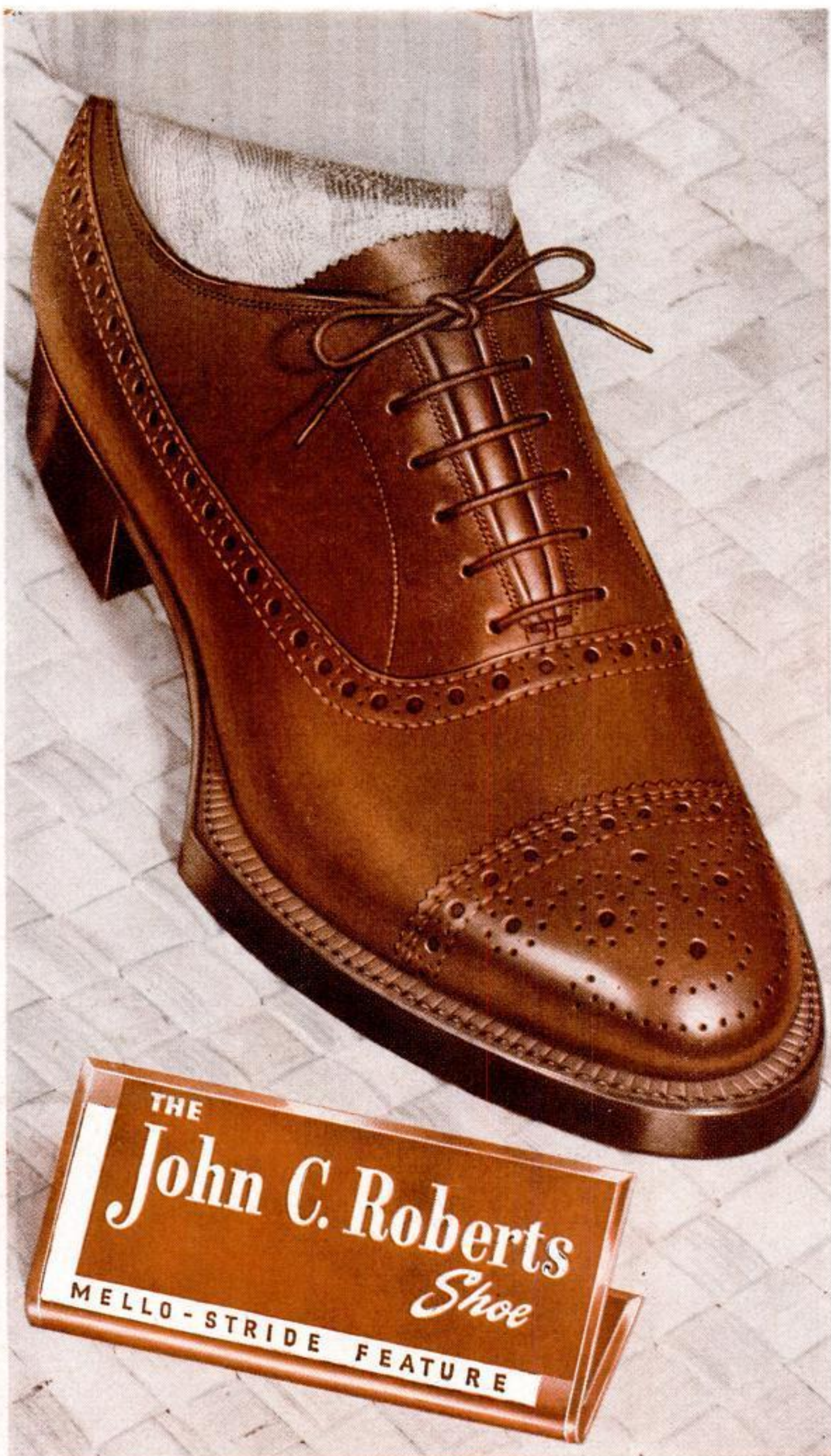
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"THE RADICAL TWINS," as they were sometimes called, were Churchill and Lloyd George, the Liberal leader. Elected to Commons as a Tory, Churchill switched to Liberal side in 1904, the year before Liberals came into power.

### CHURCHILL CONTINUED

ston's daydream is to be prime minister of England in a very dangerous war." Few daydreams have been realized with such stark intensity.

Churchill's is in fact the heroic manner. He is a man of the Renaissance, an Elizabethan. Such tempestuous energy accorded ill with the England of George V and George VI. I am not suggesting that Churchill is anything but essentially, superbly and strenuously English. In fact, he embodies and enhances all the finer qualities which we possess. But in the years between 1930 and 1940 our finer qualities had been submerged. The disquiet—the sometimes guilty disquiet—which his courage and perspicacity aroused was increased by two more practical causes. He had been associated during his career with a series of failures. And he persisted, in season and out of season, in speaking his mind.

Most people, I suppose, would regard Winston Churchill as a fortunate man. He has faced great dangers, he has often been in peril of his life, he has suffered serious illnesses; yet at the age of 73 he is still bursting with vitality and force. He has by his own efforts secured for himself an abiding place in history and in the affections of his countrymen. He has with triumphant success discharged tremendous responsibilities; nothing can take from him his vast achievement. He has been blessed in his domestic life with enduring peace and happiness. He has enjoyed the excitement of enterprise, the satisfaction of sport and travel, the solaces of literature and art. If there is any meaning in the phrase "a full life" then assuredly it has been his.

Yet in spite of these advantages and achievements he has been dogged throughout his years by a demon of ill luck. Again and again have his conceptions shown imagination, foresight and intuition; but when they failed, owing to the hesitations of those charged with their execution, it was Churchill, and not the admirals or the generals, who was blamed. He was right in seeking in 1914 to save Antwerp; we now know that in doing so he foiled the German dash upon the Channel ports; but at the time the failure of that forlorn hope was ascribed to Churchill's ignorance and impetuosity. He was right about the Dardanelles, right about naval warfare, right about the tanks, right about Ireland, right about Russia. When these projects succeeded, it was the soldiers and sailors who gained the credit.

CONTINUED ON PAGE 104



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## CHURCHILL CONTINUED

When they failed it was Churchill to whom was ascribed all blame. His very pugnacity earned him the reproach of being warlike; his superb daring was ascribed to recklessness. The speed of his intuition was dismissed as lack of judgment; the ardor of his energy was belittled as restless self-assertion.

Had Churchill been a very patient, a more pliant or a more conciliatory man, he might more easily and more rapidly have regained the confidence of the nation. But he is not patient and he is not conciliatory. Nor is he a good judge of men. He is apt to mistake courage for ability and he is also apt to assume that a man who can state his thoughts eloquently and quickly must possess a superior intelligence. He admires vigor so passionately that he has been inclined to forget that a man can be both vigorous and a fool. Nor could one ascribe to Churchill any pliancy in his relations with his fellow mortals. Few men can be more genial or more courteous than Churchill when he is in the mood. But when he is not in the mood for conversation he will make no concession at all to social conventions; he will sit silent, hunched, sulky, sullen in his chair, indifferent to the embarrassment which his indifference causes. His dislike of all forms of timidity renders him unsympathetic to shyness; and he frequently offends people without intention of offense. No—he cannot be accused of pliancy.

The popular picture of Churchill as it was built up in the war years is a perfectly correct picture. The people cheered that indomitable bowed figure as he slouched through the wreckage of their towns; they noted the tears which coursed down his cheeks when he looked round upon their personal disasters; they were fortified by his resolute eyes and clenched features; and the familiar eccentricities of his manner—his odd clothes and hats, his fingers raised in the V-sign, his curious way of speaking, his strange coy smile—all these confirmed their affection. But it was not so in the 10 dark years of 1930 to 1940. They then saw in him only a discontented, sullen and discredited man; he made no effort at all to recapture their affections; he continued unswervingly to do unpopular things. He spoke his mind.

### "I am not afraid of this House"

WHEN the abdication crisis broke upon a shocked House of Commons, on Monday, Dec. 7, 1936 I was sitting one off Winston Churchill on the bench. Between us was a veteran parliamentarian, Sir George Lambert, who had been a friend of Churchill's for some 30 years. It was known that the prime minister, Mr. Baldwin, was about to make a statement upon the abdication; it was known that Winston Churchill intended to oppose this statement. King Edward had asked for time; he had suggested that he should leave the country for a month or two so as to enable public opinion to recover from the first shock of revelation. The government, and the House of Commons, were opposed to delay; it was felt that a quick surgical operation was needed and that every week that passed would only serve to envenom the tragic situation. I could overhear Sir George Lambert begging Churchill not to speak. "As an old friend," he begged, "I entreat you, Winston, I entreat you not to intervene. Cannot you *feel* the temper of the House? If you protest at this moment you will do yourself irreparable harm." Churchill was sitting there hunched and sullen. He clenched his jaw. "I am not afraid of this House," he muttered. "When I see my duty I speak out clearly." Mr. Baldwin finished his statement and Churchill rose. The House greeted Churchill with a loud roar of "Sit down!" It was an ocean wave of disapproval. He staggered for an instant at this unexpected outburst and made vague circular movements with the spectacles in his hand. And then once again he set his jaw in a pugnacious grip. "If," he hissed in a lull in the uproar, "the House resists my claim [to speak] it will only add more importance to any words that I may use." There was a hush at that. And then he asked the prime minister in quiet tones whether he would give the House an opportunity for discussing constitutional aspects of the question before any irrevocable decision was made. No answer was forthcoming and a few minutes later Churchill strode out of the Chamber, "flushed," as I noted in my diary at the time, "and with a look of thunder on his face."

Such interventions in a distressed House of Commons, and on behalf of a lost cause, do not make for popularity. But there was worse to come. Ever since 1932 Churchill had been warning the country and the world against the dangers of German rearmament. Before the Nazis came to power he had urged the government to reconsider German grievances "in a calm atmosphere and while the victor nations still have ample superiority." After 1933 he repeatedly warned us that the Nazis were building up the strength of their air force and their armored divisions. But the country as a whole yearned

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#### FOLLOW THIS FORMULA

NEW WOOD: First and second coats should contain 25% Gum Turpentine, 25% linseed oil and 50% pigment by volume.

REPAINTING: First coat same as above. Finish coat (new wood or repainting) add only enough Gum Turpentine for easy brushing.



WHEN PAINTING  
THEIR OWN  
HOMES

9 out of 10 Painting Contractors  
use Gum Turpentine



## GOODBYE HEADACHE



Alka-Seltzer brings Relief  
No matter where you roam.  
It pays to keep an **EXTRA**  
At work and in the home.

There's nothing quite like Alka-Seltzer! Millions have discovered bubbling, effervescent Alka-Seltzer brings wonderfully fast and dependable relief from the pains of a headache.

### Upset Stomach



You can depend on Alka-Seltzer for quick relief for stomach upsets and acid indigestion! Next time try Alka-Seltzer yourself—and discover why it's so popular!

### Aches and Pains

Alka-Seltzer's analgesic brings fast, effective relief from muscular aches, neuralgia and similar pains. Alka-Seltzer is popular with millions because it's dependably effective.



### Discomfort of Colds

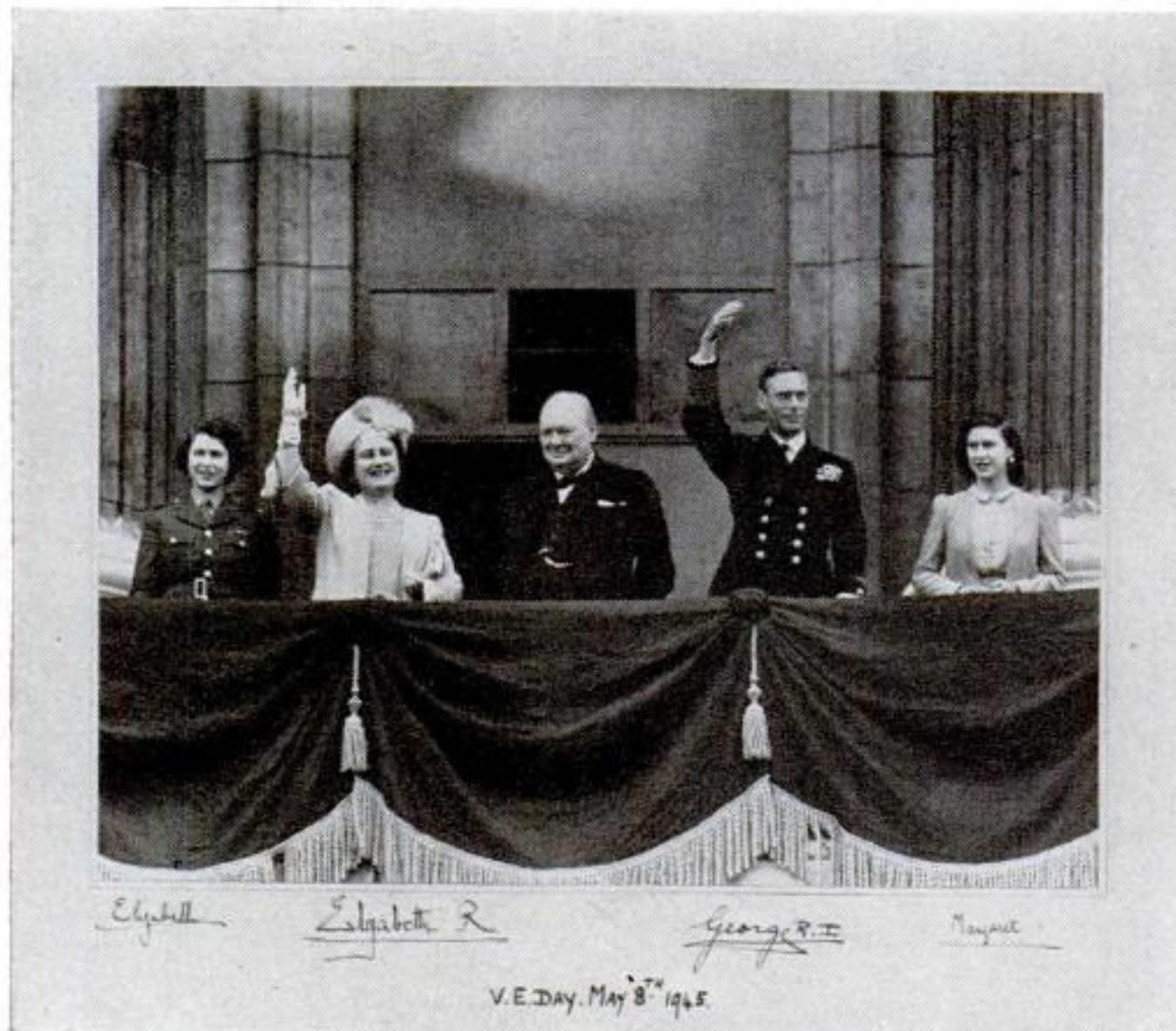


Alka-Seltzer's unique formula brings quick relief from the "ache-all-over" feverish feeling and other discomforts of a cold. Makes an effective gargle, too.

### BUY 2 PACKAGES INSTEAD OF 1

It's wise to buy an extra package, so you'll have it when you need it. 30c and 60c—all drugstores, U. S. and Canada.

# Alka-Seltzer



**ROYAL AUTOGRAPHS** decorate this picture of the king, queen and the princesses on the balcony of Buckingham Palace receiving V-E Day cheers with Churchill. He keeps the photograph on his bedroom wall at Chartwell.

### CHURCHILL CONTINUED

to believe that the policy of appeasement would give them peace. And then, in the early autumn of 1938, came the Munich crisis. On the morning after the full terms of that disgraceful surrender had been published I was asked by Churchill to come and see him in his flat. He wanted to know what was the diplomatic import of the arrangements under which the progressive evacuation of the several zones of Czechoslovakia was to be supervised by a commission of the ambassadors in Berlin. I said that these arrangements were in fact quite meaningless. Lord Cecil, who was present, agreed with that diagnosis. "I do not know what you feel," Lord Cecil said, "but I feel in despair." Churchill leaned forward and his eyebrows rose slightly. "Yes, Bob," he almost hissed, "yes, I feel in despair unutterable, I feel 20 years younger." I knew then that only Churchill could be our leader if war came.

He will certainly go down to history as one of the great leaders of a people at war. He maintained and raised our spirit and he directed our campaigns. Upon him alone in those early days fell the responsibility for terrible decisions; the tragic decision to attack the French fleet at Mers-el-Kebir; the masterly decision to denude our own defenses in order to save the Suez Canal; the honorable decision to rob ourselves of a most needed victory in order to send help to stricken Greece. The story of his actions will be told by himself in the memoirs which are to be published in this magazine. It will be a superb story, superbly told.

It would be a grave error to look upon Churchill as some Napoleonic figure, intoxicated by the lust of battle, disposing of armies with a quick movement of the pen. Certainly he loves a scrap; but with equal certainty he loathes slaughter. I saw him while the battle of Anzio hung in the balance and I saw him on the morning of D-day. His face in those anxious hours was not the face of an insensitive warrior; it was the visage of human anxiousness; it was utterly drained of blood. Nor are his decisions as immediate or impulsive as some have supposed; he will pace the room for hours seeking to make up his mind; his immense responsibilities were never lightly assumed; it was not lust of battle, it was a constant questioning of soul.

Churchill again is regarded—and I feel rightly regarded—as among the great orators whom the English-speaking race have produced. Certainly I have never heard the words of any man—and I have listened to the foremost speakers of my time—have so compulsive an effect upon the human mind and heart. But he is not a natural orator. By hard work, by constant effort, by careful preparation, he has trained himself to speak supremely well. Outspokenness, humanity, pride, exhortation, humor, invective, the grand manner, the simple or the picturesque—he has mastered all the intonations. But he has mastered them through his infinite capacity for taking trouble. Those famous phrases which in the dark years of the war echoed like thunder through the world were not sudden improvisations. They were carefully considered and rehearsed. Nor was he ever able—perhaps he never tried—to suit his stance and gestures to the magnitude of the words he used. He

CONTINUED ON PAGE 106

Old photos,  
stained and faded,  
are restored by  
modern processes,  
and...

Stained Linens are  
restored to their original  
beauty by Clorox!



**NO NEED** to worry when your prized white or color-fast cottons and linens become stained. For Clorox removes fruit, berry, beverage, flower, grass, blood, many ink, dye and medicine stains... even scorch and mildew. In laundering Clorox bleaches white cottons and linens snowy-white (brightens fast colors), makes them fresh, sanitary. Clorox reduces rubbing, thus conserving fabrics. It's extra-gentle, free from caustic... made by an exclusive patented process. And in routine housecleaning Clorox disinfects, deodorizes. Directions on the label.



### BOON HOUSEHOLD CLEANER

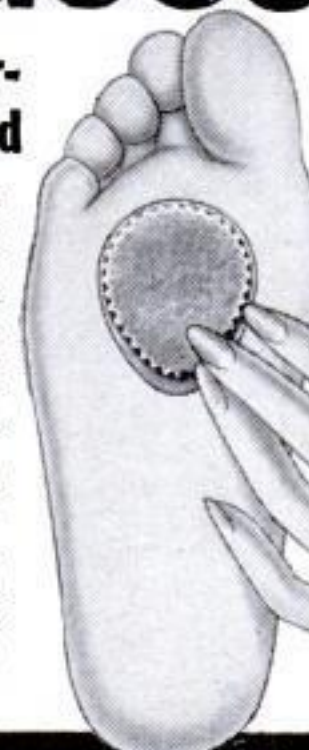
is another top-quality house-keeping aid. It wipes away dirt and grease, quickly, easily from washable surfaces. Excellent on automobiles. Safe on paint and hands. At your grocer's. **MADE BY THE MAKERS OF CLOROX**



## Callouses

Pain, Burning, Tender-  
ness Quickly Relieved

You'll quickly forget you have painful callouses, tenderness or burning on the bottom of your feet when you use thin, downy-soft, wonderfully soothing, cushioning Dr. Scholl's Zino-pads! Instantly lift pressure on the sensitive spot. Speedily remove callouses when used with the separate Medications included. Cost but a trifle. At all Drug, Shoe, Department Stores and Toiletry Counters. Insist on Dr. Scholl's.

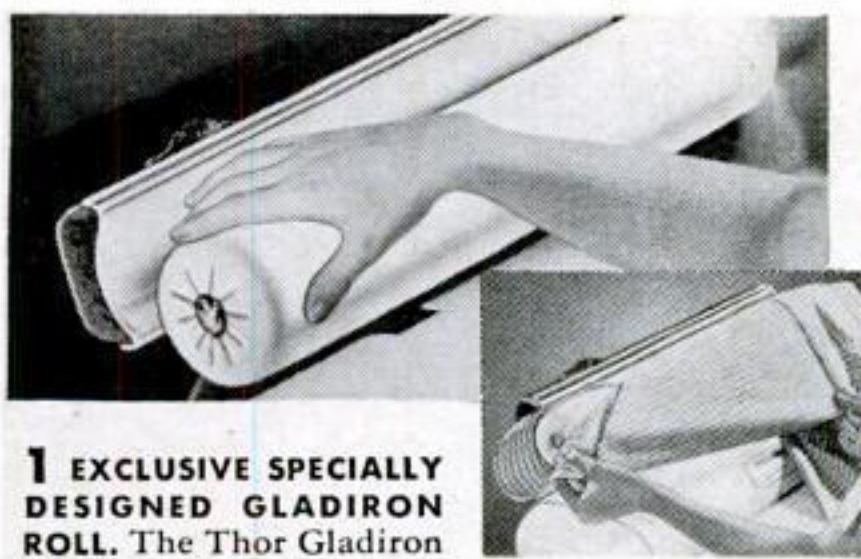


### Dr. Scholl's Zino-pads

Undies and  
Sleepers  
Hi-Chair to Hi-School  
**Nazareth**







**1 EXCLUSIVE SPECIALLY DESIGNED GLADIRON ROLL.** The Thor Gladiron Roll has full power and full heat application, but is smaller in diameter so you slip a sleeve right over it. Work can extend free over both ends of roll. You'll do all kinds of ironing more skillfully and easily. No other ironer has this feature!

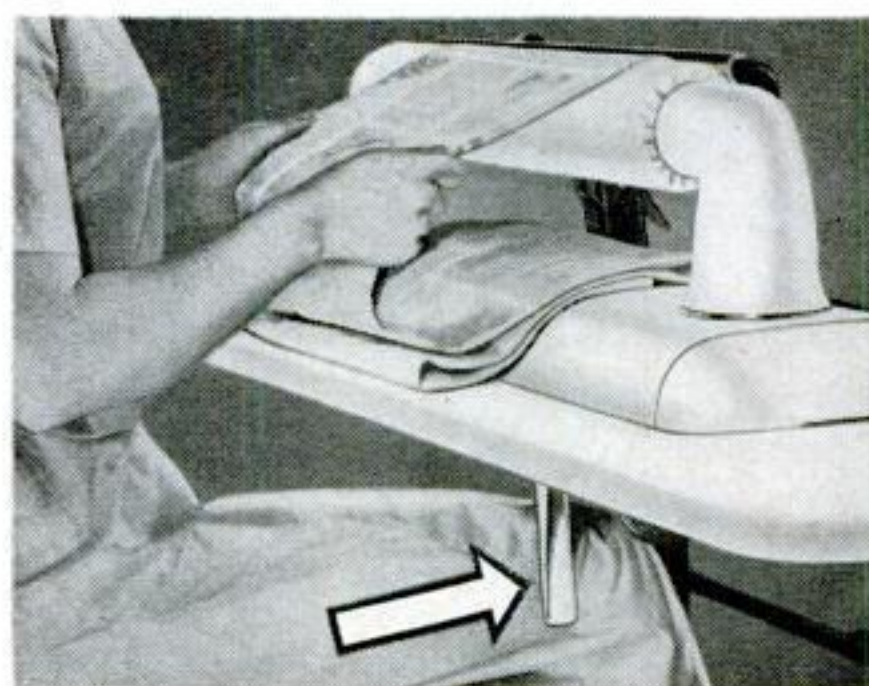


**3 MOST POWERFUL HEAT.** No household ironer delivers *as much* heat per square inch. Holds heat steadier—so does better ironing. Quicker heating, too.

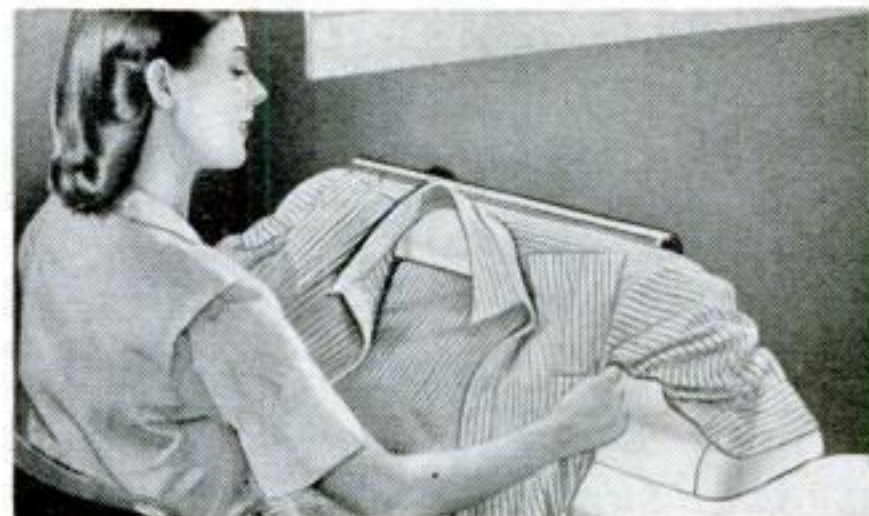


**4 MOST POWERFUL PRESSURE.** Greater pressure per square inch than any household ironer of any roll size. This means beautiful flat work!

**5 STEAMS TIES AND VELVETS.** This clever trick is made possible by the special Gladiron shoe design.



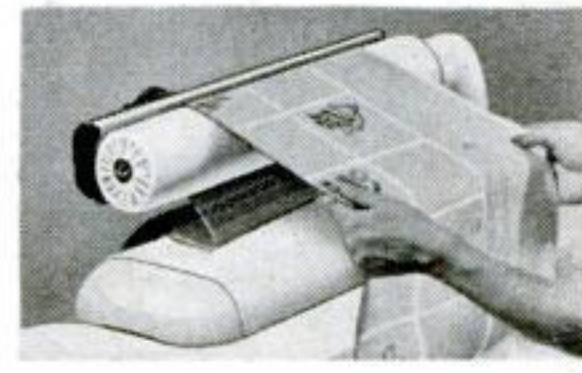
**6 ONE SINGLE CONTROL.** The Gladiron is the easiest ironer to use. Starts, stops, opens and shuts and does pressing with a touch of your knee. Both your hands are free!



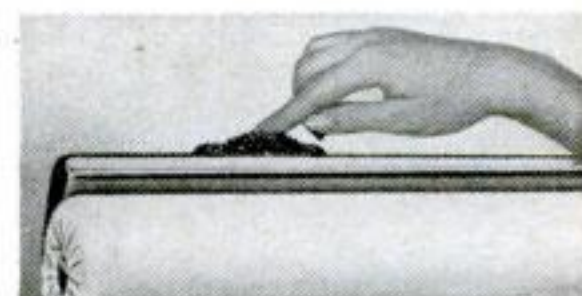
**7 IRONS SHIRTS AMAZINGLY.** Gladiron is the ironer you *CAN* use for shirts. The secret is the exclusive Thor Gladiron roll. See the shirt demonstration at your Thor dealer's.



**8 HANDIEST FOR FUSSY THINGS.** You'll agree the Gladiron is the handiest ironer ever made! Irons children's dresses beautifully . . . ruffled curtains to perfection.



**9 FLATWORK IRONING DELUXE.** With Gladiron heavy pressure and steady heat you'll do flatwork you're proud of—and so easily.



**10 FULL RANGE DIAL HEAT CONTROL.** You *Dial* the exact heat that's best and safest for the fabric.

**HALF THE TIME . . .  
HALF THE WORK!**

**In all your life  
have you ever seen an ironer  
with 14 such  
wonderful features?**

Goodbye to backaches,  
hello to quicker, better ironing with the grandest  
helper of them all . . . the **THOR GLADIRON**

The Thor Gladiron is streamlined, simplified . . . easier to use than your sewing machine. It gives more heat and pressure per square inch than any other ironer . . . turns out ironing you'll be proud of—and lets you sit down while it does the work. Thor's mass production methods keep costs down. This wonder-working Gladiron is half the price of many other full-sized ironers! Try the Gladiron at your Thor dealer's. You'll never again slave over an ironing board!



\*REG. U. S. PAT. OFF.

**only \$99<sup>50</sup>**  
Small down  
payment . . .  
easy terms.  
—about half the price of most other ironers

**14 POWERFUL BUT NOT CUMBERSOME.** Why pay for excess weight and clumsy bulk? Thor has streamlined the Gladiron to the last ounce—yet it gives you *everything* you want.



**13 EXTRA BIG WORK SURFACE.** Snap-on wings give wide table space for handling ironing.



**11 NO STANDING, NO LIFTING, NO BACKACHE.** You sit down while you iron . . . and the Gladiron does the work. Instead of being fagged out, you can go to a movie afterward!



**12 FOLDS UP FOR STORAGE.** Just a touch and the Gladiron folds to the size of a kitchen stool. Keep it in a closet.

THOR CORPORATION L-3  
2115 South 54th Avenue, Chicago 50, Illinois

Please send me, without obligation, your booklet  
about the Thor Automagic Gladiron.

Name .....

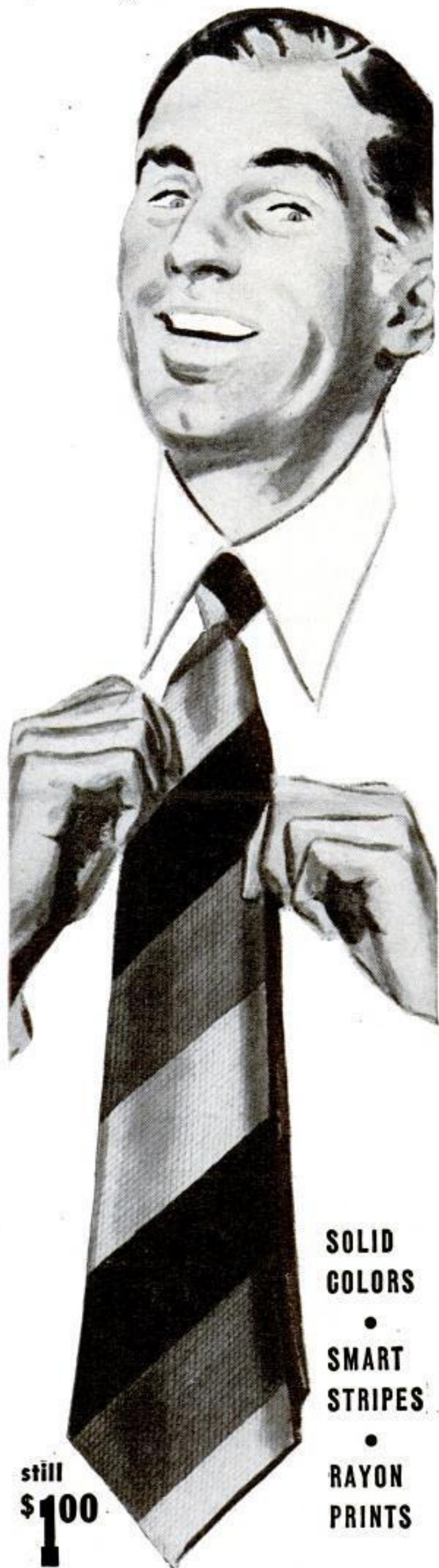
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# MELBROKE TIES

*new again  
every morning!*



SOLID  
COLORS  
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SMART  
STRIPES  
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RAYON  
PRINTS

still  
\$1.00

MELBROKE'S 100% finely-woven wool shrugs off creases overnight... leaves you a crisp, glowing fabric that knots as you like it... keeps you looking well-dressed. In brilliant rayon prints too!

AT BETTER SHOPS EVERYWHERE

## MELBROKE TIES

NEW YORK 1, N. Y.

## CHURCHILL CONTINUED

would stand there at the box by the table, his arms hanging limply beside him, his palms from time to time clasping his lower stomach, not seeking for a moment to match the elegance of his movement to the beauty of his phrase. Rarely would he raise his arm above the waist level. Only from time to time would he place his hands upon the box and lean forward toward the opposite benches. It was with this movement—and I can see him again as I write—that he uttered the tremendous words "If necessary for years. If necessary alone." The great passage about "we shall fight on the beaches" was delivered with a most ungainly movement; at each sentence he bent his knees with a jerk. We always knew when some great phrase was going to be flung at us. Churchill in his war speeches would generally read from typed notes which lay upon the box in front of him. When a phrase approached which he had thought out at some other moment and kept for a parliamentary oration, he would take off his glasses and make circular movements with them in the air. The wonderful phrase about the airmen of the battle of Britain—"Never in the field of human conflict was so much owed by so many to so few"—had occurred to him while driving back from London after visiting a distant airfield. He waved his spectacles at us when he said it. It aroused a murmur of wonder; we knew at once that we had heard one of the living sentences of all time.

Like all great men, Churchill is simple. He is incapable of pose; he never puts on a manner which is not sincere. If he feels sulky, he looks sulky; if he feels ill-tempered, he is dreadfully ill-tempered; if he is amused, his whole face lights up with glee; if he is touched or sentimental he does not restrain the tears which flood his eyes; if he wants to be rude, he is very rude indeed. He loves good food, good wine, good company. Until his later middle life he was physically very active; he played polo until he was nearly 50 years of age. He has little time for reading, but his memory is so retentive that he remembers all that he has read. He has a low taste in music, being like myself one of those people who only really enjoy tunes. He has an amazing knowledge of the comic songs of his youth and on occasions he will quote them, and even sing them, with marked appropriateness. He much enjoys his own jokes, which are in truth frequent and most enjoyable. He dislikes the radio, esthetes and people who pronounce foreign names or languages in an un-English sort of way. On one occasion I heard an unhappy brigadier, recently returned from Africa, discoursing in his presence about the "battle of El Alamein." Churchill was sullen. "Why," he lunged out suddenly, "do you call it 'El' Alamein. Like those asses who talk about 'Le' Havre. 'Harver' the name of the place is."

At his home at Chartwell in Kent he is at his simplest. It is there that he dictates his memoirs, dressed strangely in a siren suit or dungarees, striding with his cigar up and down the room. It is there that one best feels the courtesy of this happy man and senses his simple, pervading devotion to his wife, his children and his grandchildren. And it is there, if you are lucky, that he will take you and show you—approaching gently, very gently—"Not-make-so-much-noise-you-fool"—a moorhen's nest among the reeds.



AN OLD PEASANT gives a "V for Victory" sign in this photograph from Churchill's personal album. Mr. Churchill cannot identify the man or the location but he is thoroughly familiar with the gesture. He has made it his own.

## CHEWING IS "ORAL HYGIENE" FOR HIM!



Munching crunchy Milk-Bone Dog Biscuit actually helps keep his teeth and gums healthy...while giving him the solid satisfaction of a nutritious diet! And this unique food is economical—it's concentrated nourishment—rich in vitamins and minerals. Include Milk-Bone in your dog's diet!



Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

NATIONAL BISCUIT COMPANY



**Roblee**  
SHOES FOR MEN

**SPRING  
ROUNDUP**



MARCH 13  
TO  
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See  
our page  
advertisement  
in this issue

... then see your Roblee dealer

Roblee Division, Brown Shoe Company, St. Louis



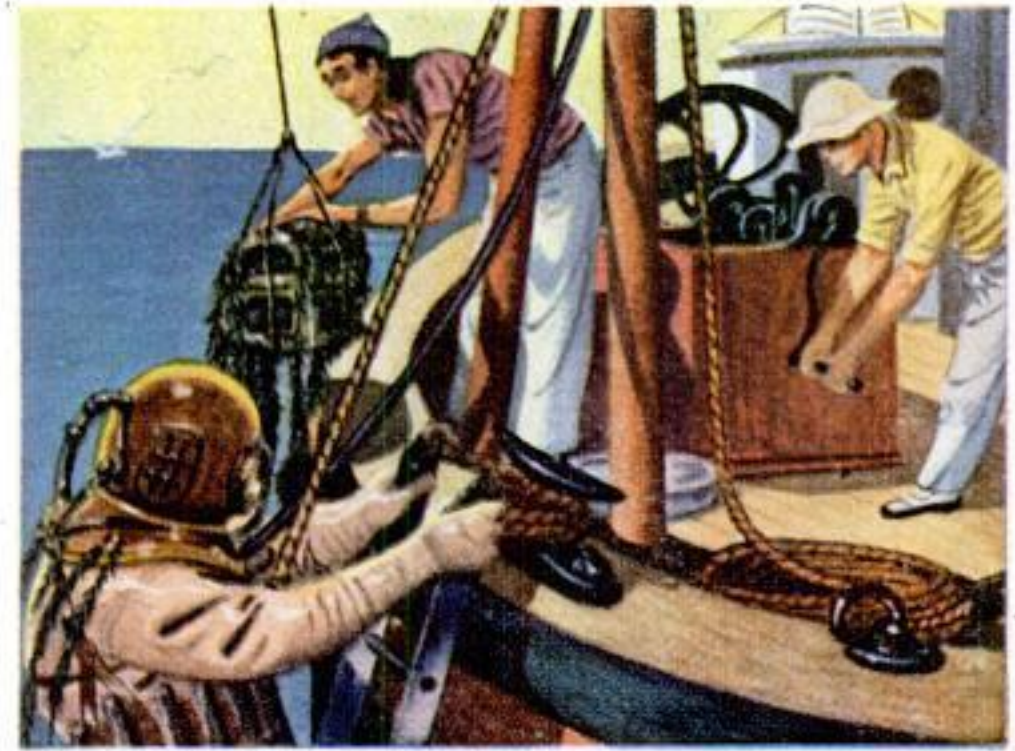
# Be a millionaire...get this gold!



**1865** **Buried treasure** . . . pirate gold! A fortune is yours if you can get it. Capt. Kidd's treasure (just one hoard of many) called adventurers to Nova Scotia as the name Corby's reached its seventh year in Canada. But the gold's still at the bottom of a pit—or is it?



**1897** **Ancient maps**, some fake—some genuine, guide prospectors into Arizona's mysterious Superstition Mountains. Lost mines and tremendous Spanish wealth supposedly lie hidden here. The quest met both success and failure as the name Corby's reached 39 years of Canadian fame.



**1936** **Fabulous riches**—millions in gold and gems—bring divers to the Caribbean. There's treasure here a stone's throw off the Florida coast. Several groups were after it as the name Corby's swung into its 78th year of renown in Canada. What they found is *their* secret.



**1948** **Treasure hunting** goes on in high gear—using radar, diving bells and mine detectors. But who knows? Maybe someday you'll just stumble on a forgotten cache! Now, there's one great find (a popular priced one, too) for you near home—it's Corby's, the light, sociable whiskey with a grand old Canadian name. Here's a perfection blend for mixed drinks—a past master with highballs. Look for Corby's soon.



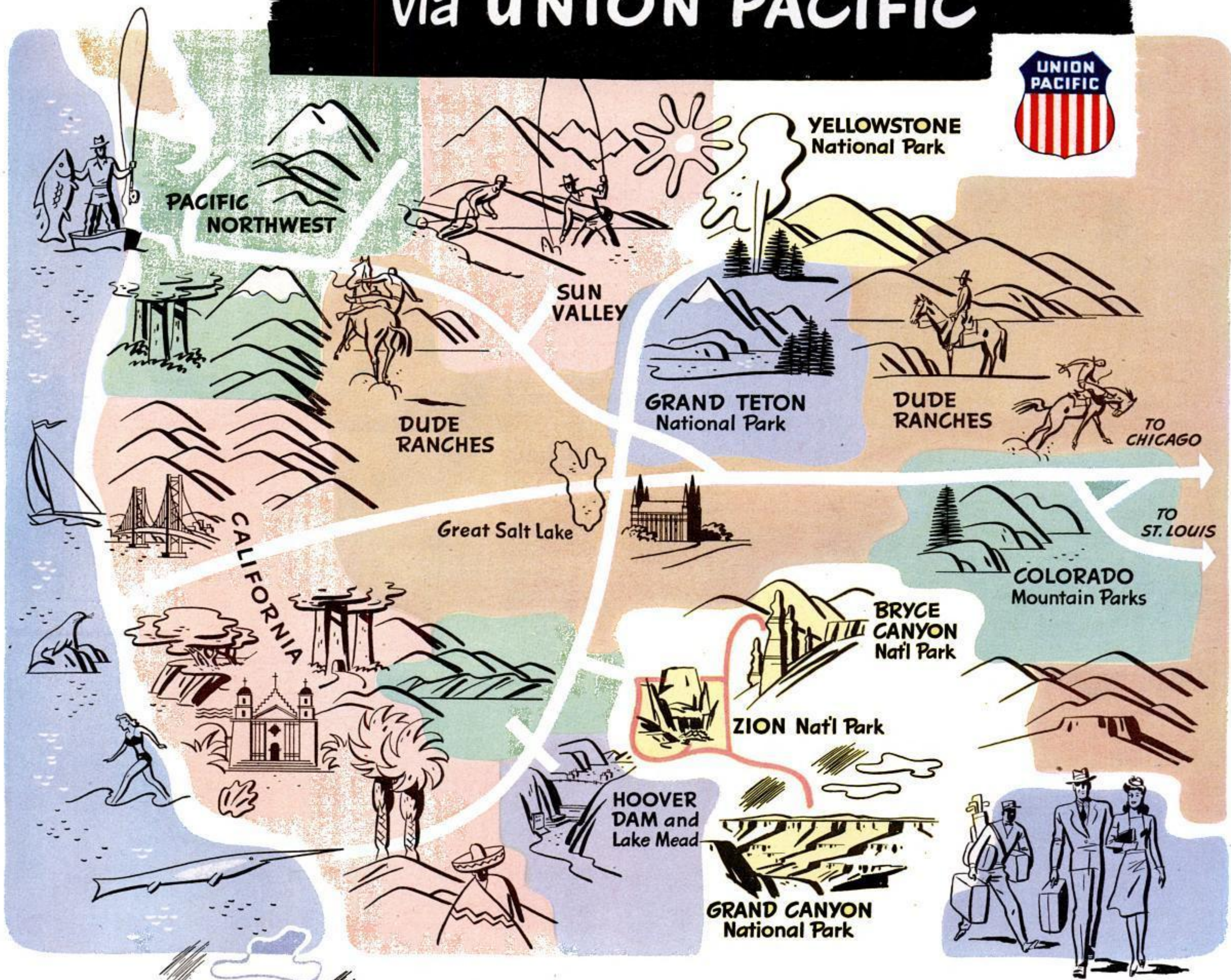
## CORBY'S... A GRAND OLD CANADIAN NAME

**PRODUCED IN U. S. A.** under the direct supervision of our expert Canadian blender  
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois



# See the Best of the West...

## via UNION PACIFIC



**T**ake your choice of these famous National Parks and other colorful vacation regions. There's scenic grandeur to thrill you ... and healthful recreation.

Go there in comfort. Enjoy complete relaxation from the minute you board your train until you arrive.

Union Pacific provides spacious, air conditioned Pullman and coach accommodations. Daily Streamliner service to Los Angeles, San Francisco, Portland and Denver from Chicago and St. Louis, praised by discriminating travelers.

## UNION PACIFIC RAILROAD

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For a free attractive booklet describing the region which interests you, mail coupon today!

Union Pacific Railroad  
Room No. 150, Omaha 2, Nebraska

I am interested in a train trip to the following region.

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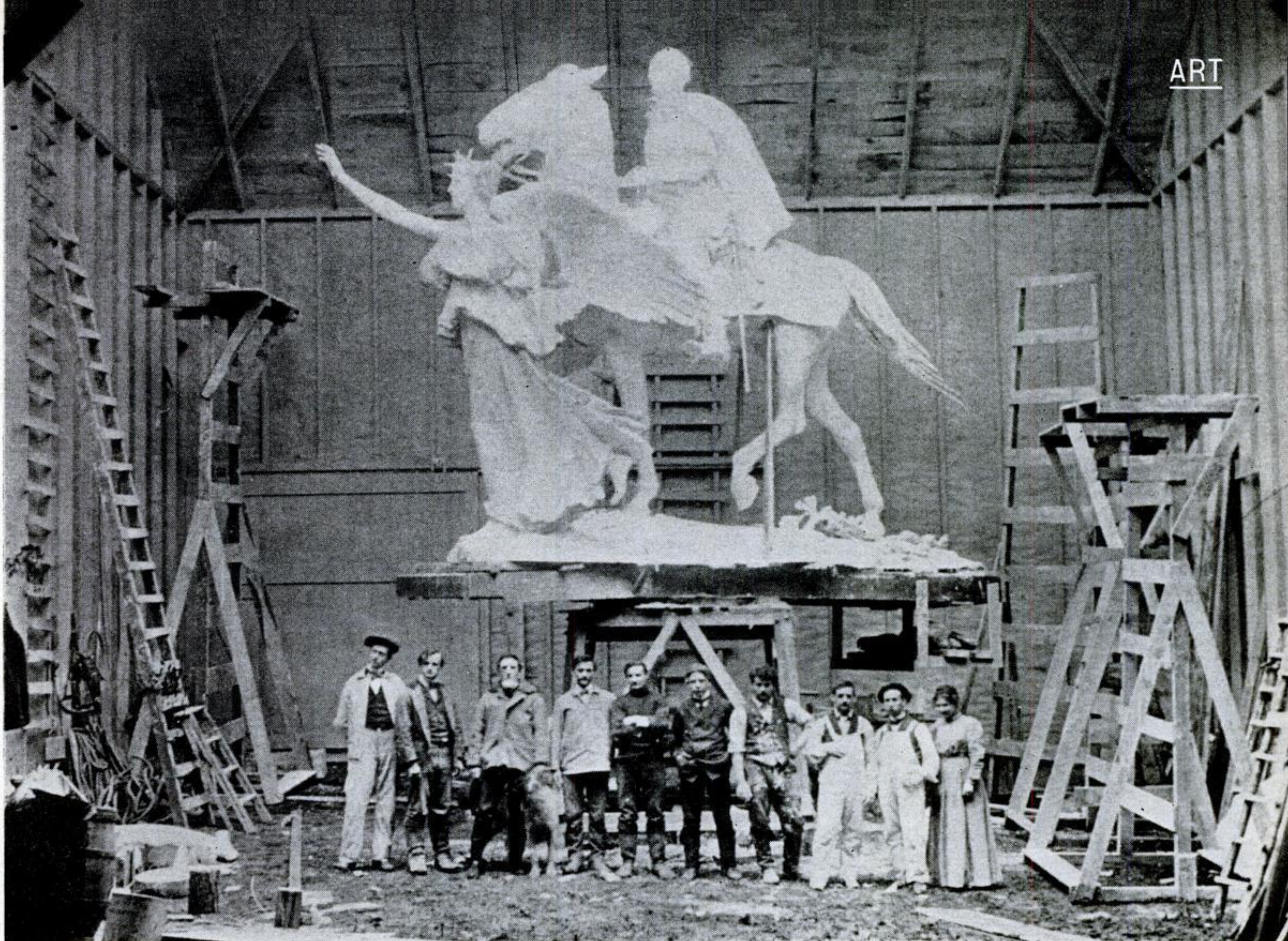
(Name region) \_\_\_\_\_

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_





SAINT-GAUDENS (THIRD FROM LEFT) AND HELPERS STAND IN NEW HAMPSHIRE STUDIO UNDER PLASTER STATUE OF GENERAL SHERMAN

# Saint-Gaudens

This is centennial of the man who made America's best-known statues

Artists traditionally starve in garrets and die before the public begins to appreciate them. Last week a sculptor who gave this legend a happier twist was honored by New York's Century Association, which celebrated the 100th anniversary of the birth of Augustus Saint-Gaudens, a former member and one of America's most famous sculptors.

Augustus Saint-Gaudens started out in the legendary manner. As a poor French-Irish boy in New York he cut tiny designs on cameos. He even scraped up enough money to get to Europe and starve in the garrets of Paris and Rome. But for the two decades before his death in 1907 he was rich and famous. He had a house in New York, another in Cornish, N.H., a private golf course, and he could ask and get \$15,000 for a large medallion. His statues soon stood in prominent places in the biggest cities—New York (General Sherman and Admiral Farragut), Chicago (two Lincolns), Boston (Shaw Memorial) and Washington (the Adams Memorial).

Saint-Gaudens' great financial success was partly due to coincidence. As far as statuary was concerned, the last part of the 19th Century was a sellers' market. Americans were feeling nationalistic after the Civil War and wanted to glorify their

heroes. They were also getting tired of the phony classicism of existing sculptors, who often dressed subjects in Roman togas. To this market Saint-Gaudens brought a style that was fresh, realistic and exciting. His human figures seemed peculiarly American. They were emotional but poised, lively but dignified.

As they became popular, people began to think of their heroes in terms of Saint-Gaudens' versions of them.

One of the most familiar pieces of Saint-Gaudens' work is the statue of General Sherman, which was erected in New York in 1903. Saint-Gaudens took 11 years to complete it. With his staff of assistants and molders he cast some parts of it five or six times, each time making small changes. For a model he used a famous horse named Ontario. For his principal he used General Sherman himself but complained that since the general insisted on looking him straight in the eye, he could never get a good profile. When his plaster casting was complete he sent it to Paris and won the Medal of Honor. Then he cast the statue in bronze and stood it in a field in New Hampshire while he planned more changes. When it was finally set up in New York a Southerner remarked, "Just like a Yankee, letting the lady walk."



GENERAL SHERMAN, led by angel of victory, stands at Fifth Avenue and 59th Street in New York. Victory's head was used on \$10 gold piece.



"I'm fussy  
about combs  
...and so's Du Pont!"



At department,  
drug or  
10¢ stores



**Pick up a Du Pont Comb.** Feel the strong, well-molded teeth. Feel their smooth, plastic perfection. Now look at a display of Du Pont Combs. Notice how many styles there are for every good grooming need—how many vibrant colors to match your room, your purse, your personality. Then look at the famous Du Pont oval. Don't forget it. Always look for this sign of quality when you're buying combs—the sign of a better buy in combs. Prices: 10 to 50 cents.

*Better  
buy-* **Du Pont  
COMBS**

BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY



AUGUSTUS SAINT-GAUDENS poses in his little studio at Cornish which he used as a refuge when 20 or 30 of his

assistants were at work on statue in the main building. This picture was taken just before he died of cancer at the age of 59.



"THE PILGRIM," carrying a Bible under his arm, strides righteously through woods in Fairmont Park, Philadelphia.



"GRIEF" is the name which is popularly given the figure of a woman on the grave of Mrs. Henry Adams in Washington.

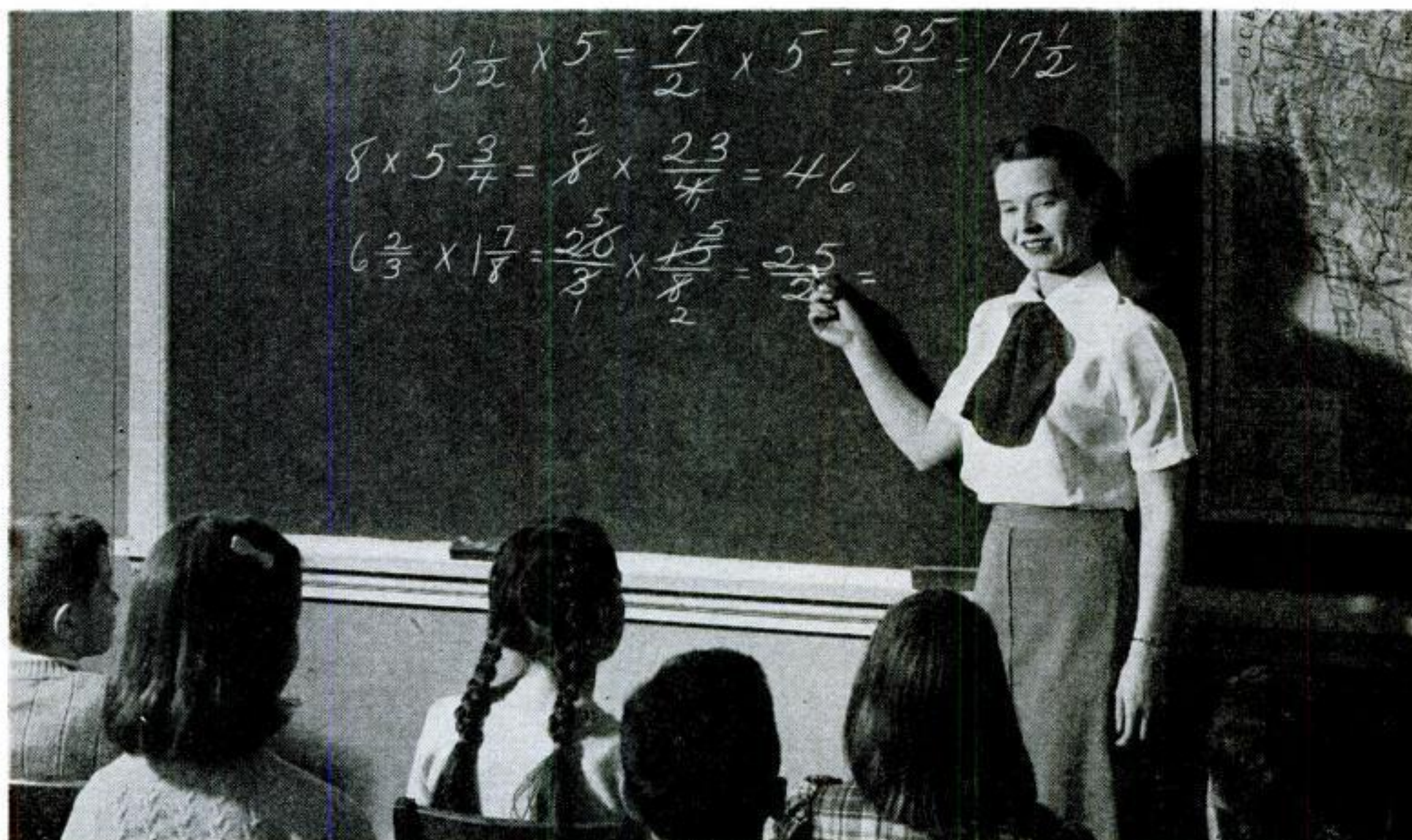
CONTINUED ON PAGE 112



# Facts and Fallacies about Seeing

## *Are schoolteachers' eyes better than yours?*

**NO**, not necessarily. But a teacher acquires unusual seeing ability. She must keep an entire schoolroom under constant observation. Her eyes must adjust themselves frequently from reading a book or paper close at hand to a blackboard or wall map at some distance. And all the while she must watch the behavior of 30 or more active youngsters. Teachers who render such important service in the education of our children owe their seeing ability not to "better eyes," but to the fact that their vision is developed through training and experience in meeting a unique "seeing situation."



## *Will glasses alone improve your eyesight?*

**NO!** You too, like the teacher, should have seeing ability to meet your visual requirements. As in the case of some teachers, you may not be able to achieve this unaided. The only way for anyone to make sure is to seek professional guidance. Important as glasses are, their aid to your visual comfort and efficiency depends upon the professional services and technical skills of your Optometrist, Ophthalmologist, Ophthalmic Dispenser (Optician).



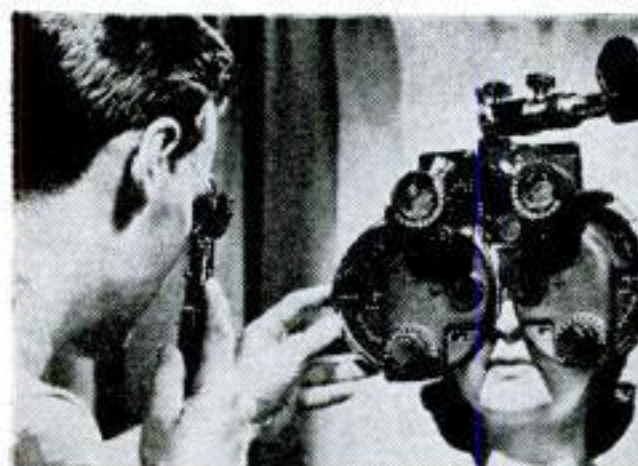
**EXAMINATION:** Professional examination for possible pathological eye conditions.

## *Seek professional advice not glasses at a price*

Professional services and technical skills such as those illustrated are essential aids to your seeing ability — your eye comfort, your visual efficiency. It is for these services and skills — not for glasses alone — that you pay a fee.

**American Optical**  
COMPANY

*Founded in 1833 — the world's largest suppliers to the ophthalmic professions.*



**REFRACTION:** Scientific measurement of your ability to see.



**PRESCRIPTION:** Carefully prepared professional conclusions and the instructions necessary to correct your vision.



**INTERPRETATION:** Careful technical and scientific compounding of the exact materials of your prescription.



**FITTING:** Scientific, minute adjustment of your prescription to your eyes.



**RE-EVALUATION:** Verification of the refraction and the prescription.



**SERVICING:** Assurance that the requirements of your prescription are being constantly maintained.



**CAN YOUR SCALP PASS THE  
FINGER-NAIL  
TEST?**



**TRY IT!** Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair...relieves dryness...removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK  
LIKE THIS WITH NEW  
WILDROOT  
CREAM-OIL**



**A LITTLE WILDROOT CREAM-OIL** does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

**NON-ALCOHOLIC  
CONTAINS  
LANOLIN!**

**AGAIN AND AGAIN** the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder when new users from coast to coast were questioned, 4 out of 5 who replied said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

**IMPORTANT:** Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Also excellent for training children's hair.



**TUNE IN... 2 Network Shows!**  
"The Adventures of Sam Spade" Sun. evenings, CBS Network; "King Cole Trio Time" Sat. afternoons, NBC Network.



**THE LITTLE STUDIO** at Cornish, N.H. is still full of Saint-Gaudens' work. In foreground and background are copies of figure "Diana," which used to sit on top of New York's old Madison Square Garden. After his death Saint-Gaudens' family turned place over to board of trustees, and it is now a memorial.



**HOMER SAINT-GAUDENS**, the son of Augustus, is now director of Fine Arts at Carnegie Institute. Here he sits beside a long-haired plaster likeness of himself at the age of 4, done by his father who once wrote in a letter to a friend that "Little infant Jesus had his hair cut today, and mother wept."

*Campho-Phenique*  
**Helps SOOTHE  
AND HEAL  
MINOR  
CUTS**



**RELIEVE PAIN! COMBAT INFECTION!** That's the 2-way help you get from Campho-Phenique, the liquid antiseptic that relieves pain and irritation, too!

**APPLY CAMPHO-PHENIQUE QUICK**, to minor cuts, burns; cold sores, fever blisters; scratches, and non-poisonous insect bites. Relieves pain and aids Nature to heal by combating infection.

**USED BY MANY DOCTORS**, dentists and nurses. Ask for "Cam-fo Fen-eeek" at any drug counter. It's soothing and stainless. Popular more than 50 years.

**CAMPHO-PHENIQUE**  
THE PAIN-RELIEVING ANTISEPTIC

FAMOUS FOR A QUARTER CENTURY



**Goldentone**  
PRECISION MADE  
**PHONOGRAPH NEEDLES**

Twinkle Tip Needles are designed especially for finest reproduction of children's records with longer record life.

GUARDIAN OF YOUR RECORDS

Putnam Needle Company, Springdale, Conn.

**How to give  
QUICK REST  
to tired eyes**

**MAKE THIS SIMPLE TEST TODAY**

Eyes dead tired? Feel like you can't keep them open?—can't go on working?—can't enjoy yourself? Then give your eyes a quick, refreshing rest with Murine.

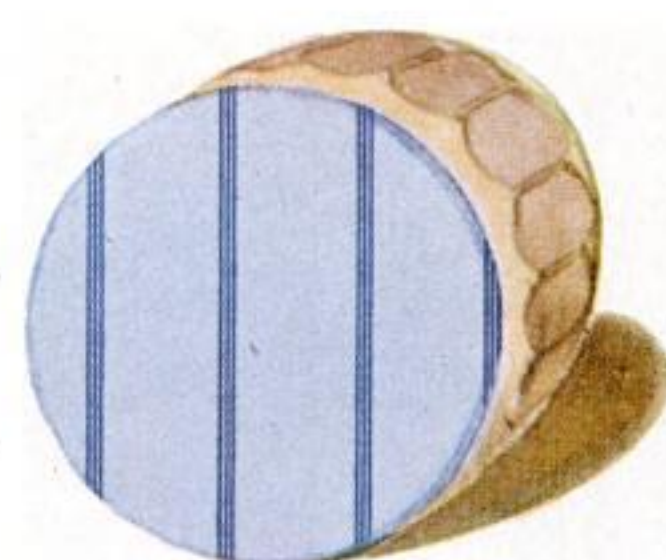
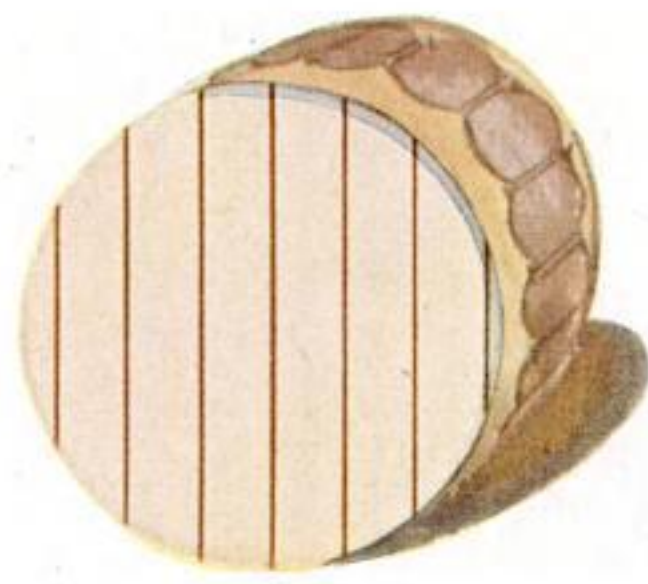
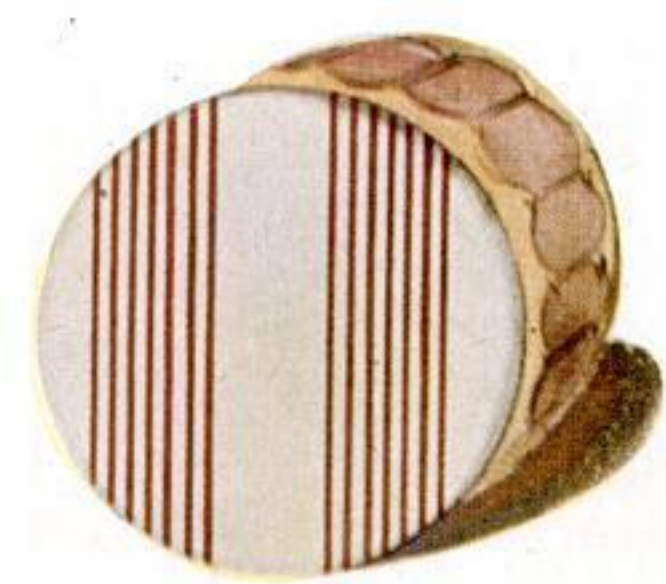
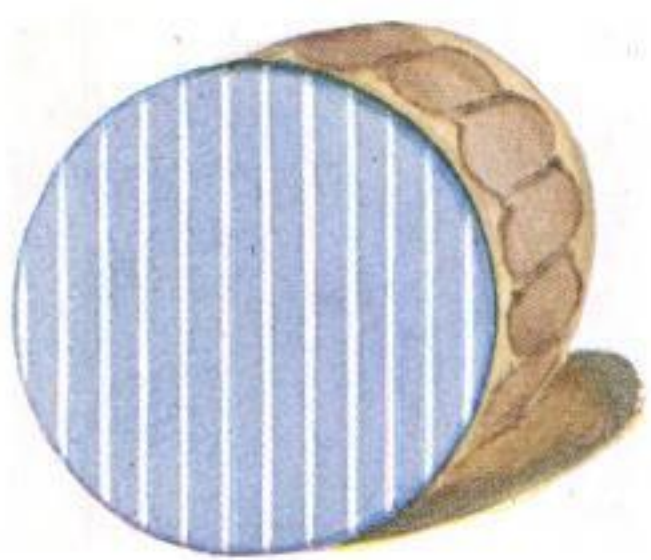
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*good for you*, as well as good to look at, good to eat.

(Made with flour, milk, eggs, sugar, shortening and  
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tial food elements themselves. And combine wonder-  
fully well with other foods).

LUCKY *twice* because enriched bread—the bakery food  
you eat the most of—is *the best food value you can buy!*

(Penny for penny, no other food you eat with every  
meal gives you as much protein *plus* food energy *plus*  
thiamine *plus* iron).

So, even though you *handle food with care*, while the  
world's food shortage lasts, you still are *double-lucky*  
when you buy bakery foods. What's more, you have  
more *leisure time* when your baker does your baking.  
You can serve his products to your family secure in  
your own mind that you're helping them to ...

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make the most of the nation's food supply**

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when experienced bakers turn it into food—good food,  
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# The Tragedy of **HAMLET**

by William Shakespeare

SCENES FROM THE OLIVIER FILM PRODUCTION

PHOTOGRAPHS FOR LIFE BY N. R. FARBMAN





POLONIUS BESTOWS SOME ADVICE ON HIS SON LAERTES

*Polonius.* Neither a borrower nor a lender be:  
For loan oft loses both itself and friend. . . .  
This above all; to thine own self be true,  
And it must follow, as the night the day,  
Thou canst not then be false to any man.

## HAMLET CONTINUED

# "... I COULD A TALE UNFOLD..."

### CAST OF CHARACTERS



Hamlet, Prince of Denmark and son to the last king . . . . .	Sir Laurence Olivier
Gertrude, Queen of Denmark and mother to Hamlet . . . . .	Eileen Herlie
Claudius, King of Denmark and uncle to Hamlet . . . . .	Basil Sydney
Polonius, the lord chamberlain . . . . .	Felix Aylmer
Ophelia, daughter to Polonius . . . . .	Jean Simmons
Laertes, son to Polonius . . . . .	Terence Morgan
Horatio, friend to Hamlet . . . . .	Norman Wooland

*The Tragedy of Hamlet* was first presented at the Globe Theatre in London in 1602. Written for a great and brawling age, it was rich with the ingredients of heroic drama—strident action, high-flown language, royal pageantry, a midnight ghost, a play within a play, a duel, a poisoned cup and eight tragic deaths. But richest of all was the character of Hamlet himself, in which Shakespeare created the greatest part ever written. This enigmatic prince of Denmark is a courageous man too civilized to plunge into the brutality of the world around him. He is constant in his desire to do the right thing but, in trying to do it, brings death to innocent and guilty alike and to himself.

For three centuries scholars have argued their interpretations of the true character of Hamlet, who does not easily give his secret self away. But actors have never been stopped by doubts. The foremost players of history—Betterton, Garrick, Booth, Irving, John Barrymore—have found Hamlet the most difficult and desirable conquest of all and the crowning glory of their careers.

Now the man whom many consider the best actor alive has brought *Hamlet* into the movies. In England, after a year's preparation and production, Sir Laurence Olivier, with the backing of J. Arthur Rank, has finished filming Shakespeare's tragedy. It will be shown in London next month and shortly after in the U.S. *Henry V*, which Olivier made in 1946, is the only film ever to do justice to the grandeur of Shakespeare. In *Hamlet* the combination of a dramatic masterpiece and a great actor at his peak is certain to be one of this year's artistic events. The film is the most spectacular *Hamlet* ever produced. In these pictures, made during production, LIFE takes advantage of this pictorial magnificence to tell the story of *Hamlet*.

At the play's beginning (*preceding page*) Hamlet encounters the ghost of his royal father on the battlements of Elsinore Castle. The ghost unfolds a story of "murder most foul": that he was killed by his brother Claudius, who then assumed the throne and married Hamlet's widowed mother. Ordered by the ghost to seek revenge, Hamlet is seized by—or feigns—a fit of madness during which he maltreats his sweetheart Ophelia. Racked by his indecision, he thinks suicide may be the solution to his problems and, expressing his doubts in a soliloquy (*p. 121*), speaks the most famous single passage in all English literature.





POLONIUS TELLS KING AND QUEEN THAT HAMLET IS MAD

*Polonius.* Therefore, since brevity is the soul of wit  
... I will be brief. Your noble son is mad. ...  
That he is mad, 'tis true: 'tis true 'tis pity,  
And pity 'tis 'tis true. ...  
Mad let us grant him then. ...



HAMLET, PRETENDING HE IS MAD, SPEAKS TO POLONIUS

*Polonius.* Do you know me, my lord?  
*Hamlet.* Excellent well; you are a fishmonger.  
*Polonius.* What do you read, my lord?  
*Hamlet.* Words, words, words.  
*Polonius (aside).* ... Madness, yet there is method in 't.



THE UNHAPPY PRINCE APPROACHES HIS BELOVED OPHELIA

*Hamlet.* I did love you once.  
*Ophelia.* Indeed, my lord, you made me believe so.  
*Hamlet.* You should not have believed me. ... I loved  
you not. ... Get thee to a nunnery: why wouldst thou  
be a breeder of sinners? ... Go thy ways to a nunnery.



HE ANGRILY DISAVOWS HER AND THRUSTS HER FROM HIM

*Hamlet.* ... I'll give thee this plague for thy dowry:  
... If thou wilt needs marry, marry a fool; for wise  
men know well enough what monsters you make of  
them. To a nunnery, go. ... Farewell.  
*Ophelia.* O, what a noble mind is here o'erthrown!







# THE GREAT SOLILOQUY



*Hamlet.* To be, or not to be: that is the question:  
Whether 'tis nobler in the mind to suffer  
The slings and arrows of outrageous fortune,  
Or to take arms against a sea of troubles,  
And by opposing end them. To die: to sleep;  
No more; and by a sleep to say we end  
The heart-ache, and the thousand natural shocks  
That flesh is heir to, 'tis a consummation  
Devoutly to be wish'd. To die, to sleep;  
To sleep: perchance to dream: aye, there's the rub;  
For in that sleep of death what dreams may come,  
When we have shuffled off this mortal coil,  
Must give us pause: there's the respect  
That makes calamity of so long life;  
For who would bear the whips and scorns of time,  
The oppressor's wrong, the proud man's contumely,  
The pangs of despised love, the law's delay,  
The insolence of office, and the spurns  
That patient merit of the unworthy takes,  
When he himself might his quietus make  
With a bare bodkin? who would fardels bear,  
To grunt and sweat under a weary life,  
But that the dread of something after death,  
The undiscover'd country from whose bourn  
No traveler returns, puzzles the will,  
And makes us rather bear those ills we have  
Than fly to others that we know not of?  
Thus conscience does make cowards of us all,  
And thus the native hue of resolution  
Is sicklied o'er with the pale cast of thought,  
And enterprises of great pitch and moment  
With this regard their currents turn awry  
And lose the name of action.

Soft you now!

The fair Ophelia! Nymph, in thy orisons  
Be all my sins remember'd.









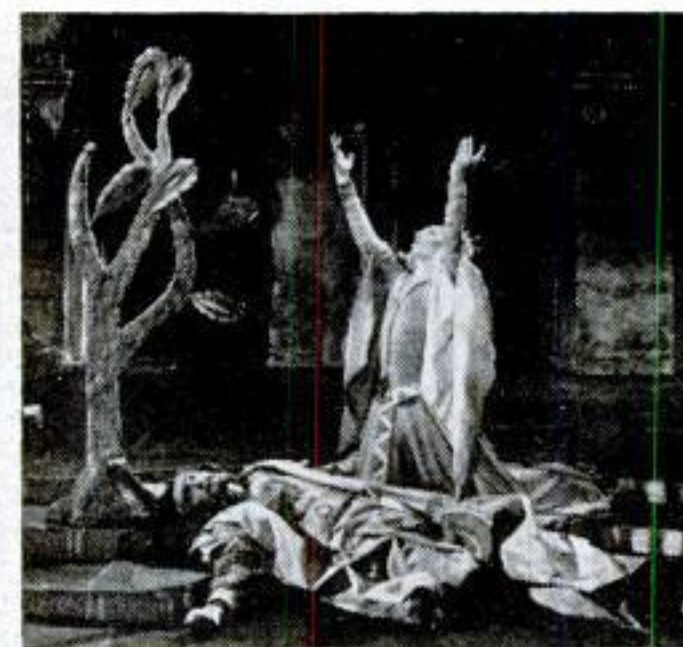
HAMLET SEES THE KING BETRAY HIS GUILT

## "... THE PLAY'S THE THING..."

"The time is out of joint," complains Hamlet. "O cursed spite, that ever I was born to set it right!" No longer irresolute, he hires a troupe of actors to present a play in the palace re-enacting the ghost's story of the murder. If Claudius, watching the play, is disturbed, it will be proof of his guilt. "The play's the thing," says Hamlet, "wherein I'll catch the conscience of the king." The actors perform (*below*) and before they have finished, Claudius, frightened and upset, rises and leaves the assemblage. Hamlet follows swiftly, only to find the murderer at prayer. His conscience keeps him from killing Claudius then and there.



**IN PLAY** a covetous subject pours poison into the ear of the sleeping king.



**QUEEN MOURNS** husband's death, as Hamlet's mother briefly mourned.



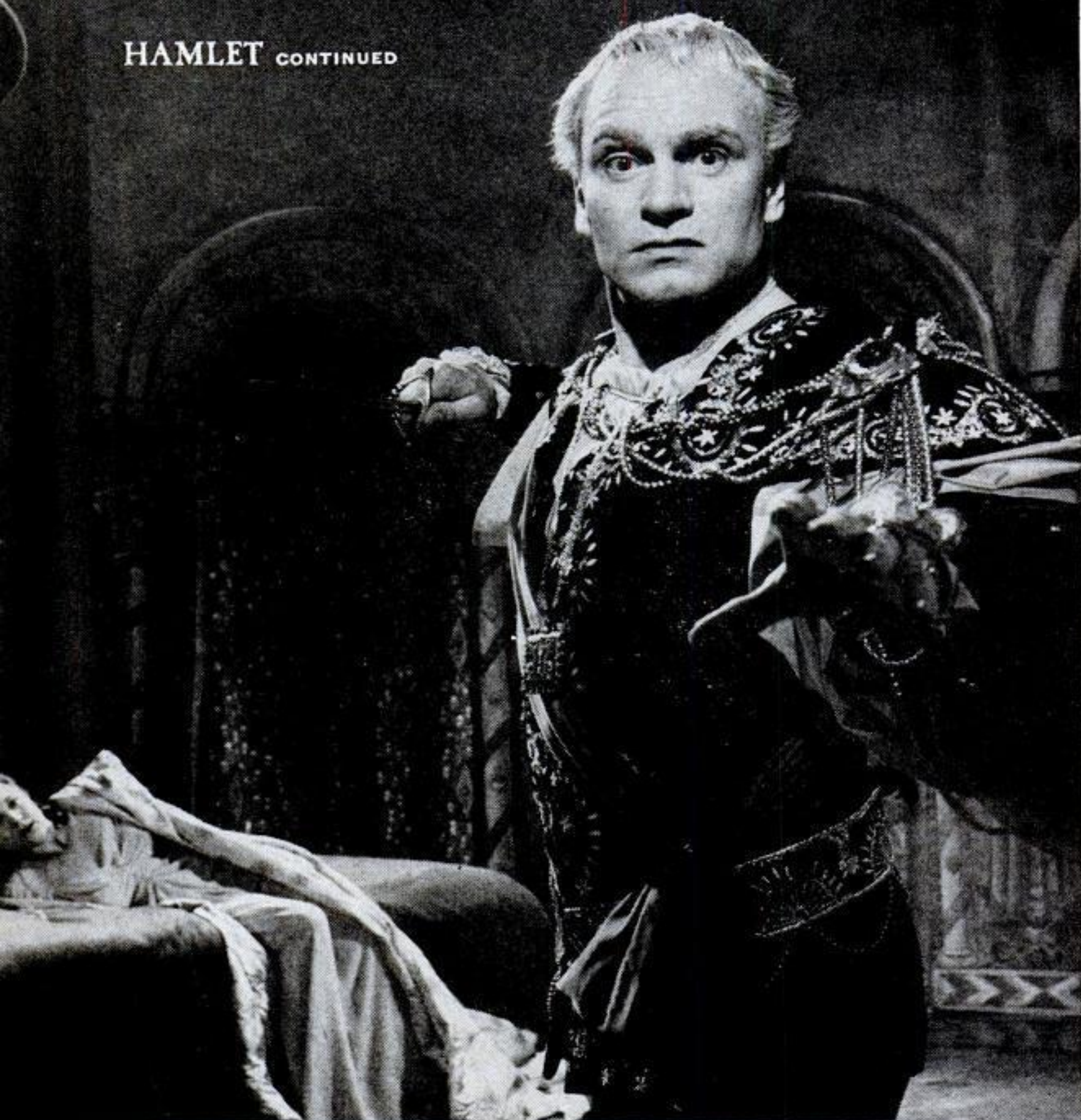
**POISONER WOOS** the widow while king's body is borne away by servants.



**HE WINS HER**, just as the usurping Claudius dazzled the widowed Gertrude.

← **WATCHING THE PLAY** Hamlet has arranged, the king and queen sit side by side (*foreground*). The prince, sprawled by Ophelia (*left*), observes king's reactions.





HAMLET SUDDENLY TURNS TO STAB THROUGH A CURTAIN

*Hamlet.* How now! a rat? Dead, for a ducat, dead!  
... Thou wretched, rash, intruding fool, farewell!  
*(to the queen)* Leave wringing of your hands:  
  peace! sit you down,  
And let me wring your heart: for so I shall,  
If it be made of penetrable stuff. . . .

### DRAWING CURTAIN, HAMLET DISCOVERS POLONIUS DEAD



IN AN OUTBURST OF RAGE HAMLET BERATES THE QUEEN.

# "FRAILTY, THY

Anger and anguish send gusts of passion through Hamlet when he confronts his mother in her bedroom. She scolds him for offending Claudius with the play but he replies with such scorn and violence that she fearfully calls for help. Polonius, spying on the prince from behind a curtain, answers. Hamlet, thinking it is the king, thrusts his dagger through the curtain. When he discovers Polonius lying dead he is





"AND—WOULD IT WERE NOT SO!—YOU ARE MY MOTHER"

## NAME IS WOMAN"

unmoved. Cursing the old man for a meddler, he turns back to berate his mother, showing her a picture of her dead husband and comparing his noble nature with the base Claudius. With the queen in tears and Hamlet flogging her with frenzied words, the ghost reappears and grimly reminds the prince that his all-important purpose is to wreak vengeance on the murderer Claudius. As for the queen, he says, "Leave her to heaven."



HE SHOWS THE QUEEN PICTURES OF HER TWO HUSBANDS

*Hamlet.* . . . Confess yourself to heaven;  
Repent what's past, avoid what is to come. . . .  
*Queen.* O Hamlet, thou hast cleft my heart in twain.  
*Hamlet.* O, throw away the worser part of it. . . .  
I must be cruel, only to be kind:  
Thus bad begins and worse remains behind.

THE PRINCE DRAGS OUT THE LIFELESS BODY OF POLONIUS





## "GOOD NIGHT, SWEET PRINCE"

In a doom-cloaked atmosphere of madness, suicide, treachery and murder *Hamlet* reaches its climax. Ophelia, already distracted by Hamlet's brutality, is driven insane by the death of Polonius and drowns herself. Her brother Laertes, hating Hamlet, conspires with the frightened Claudius to challenge the prince to a friendly fencing match and kill him with a secretly poisoned sword. To make the prince's death doubly sure the king also prepares a poisoned drink for Hamlet.

As the duel begins Hamlet's mother toasts her son with the poisoned drink and falls dead. The prince is wounded with the poisoned sword. In a scuffle he exchanges swords with Laertes and kills him. Then he turns and stabs the king. With the queen and Laertes dead at his feet, Hamlet stands (*opposite*) for a brief moment of triumph before the bowing courtiers and then—muttering "The rest is silence"—dies. With one ringing burst of heroic poetry, his friend Horatio pronounces Hamlet's epitaph, "Now cracks a noble heart. Good night, sweet prince, and flights of angels sing thee to thy rest!"

The subtlety of its characters and the strength of plot in themselves make *Hamlet* a tremendous drama. But what makes it a work of genius, both overpowering and comprehensible, is its matchless poetry. Along with the King James Bible, *Hamlet* has passed into the language so completely that millions of people who have neither seen nor read the play unknowingly repeat fragments of its stirring lines in everyday conversation to describe their own situations and emotions. When sentiments written by an Elizabethan genius to be spoken by medieval Danes still ring true to people of the 20th Century, there is proof that, though the condition of man is always changing, men themselves do not change much. This is the lesson taught by great poetry and an explanation for the fact that it, most of all among human creations, remains endlessly lustrous and alive.



**FENCING MATCH** between Hamlet and Laertes before the king and queen ends in disaster when the two duelists kill each other.

← **OPHELIA WANDERS IN HER MADNESS**





STANDING OVER THE BODIES OF THE QUEEN  
AND LAERTES, THE WOUNDED HAMLET MUTTERS,  
“THE REST IS SILENCE”—AND FALLS DEAD



# FOUR MARAUDERS



**FAMOUS PHOTOGRAPH** of four wary jungle fighters on patrol in Burma appeared in *LIFE* in June 1944. Because it summed up the determination of U.S. soldiers fighting

all over the world, it was recognized as one of the great pictures of the war. The men are (left to right) Kenneth Brattlof, Anthony Callisto, Sidney Block and Harry Brabazon.



# Worry over jobs and housing replaces problems of jungle

by PAUL E. DEUTSCHMAN

THE date was April 30, 1944. The patrol from the Green Combat Team, 5,307th Composite Unit (Provisional)—more popularly known as Merrill's Marauders—had been bivouacking about 25 miles behind Japanese lines in northern Burma when the order came to start moving. The men dropped everything. Some had been shaving in muddy water, others bathing or cleaning their guns or writing letters which had little chance of being mailed for some time to come. The men were in the middle of a dangerous, four-month, thousand-mile journey to link up the Ledo Road with the old Burma Road to China. As they started down the dense, bamboo-thick trail to carry out a reconnaissance mission against a place called Senjo Ga, LIFE's photographer, Bernard Hoffman, took a picture of the first four men in the file.

The picture (*opposite*) appeared in LIFE and was later reprinted in newspapers throughout the U.S. It was a crucial time in the war and these men were part of the tide that was about to turn. In the minds of many people at home the photograph came to symbolize the weary, inching, jungle-rotten struggle in far-off places.

Recently I went to visit these four men to find out what happened to them. The fearless-looking lieutenant in the lead is Kenneth Brattlof, who now lives in Cloquet, Minn. The intense, wary-eyed jungle fighter behind him is Anthony Callisto of Solvay, N.Y. The third man is Sidney Block of Philadelphia, Pa. The fourth man is also a Philadelphian, Harry Brabazon.

Brabazon, now 31, lives in a district of markets and wholesale houses, spotted everywhere with rotting vegetables and fruits and reeking with the dirty salt smell of the nearby waterfront. No. 814, which I had as his address, is a grimy frame house, its sides gray with dirt. To its right, along an alley choked with open garbage cans, are five furtive little houses. The first house was Brabazon's.

Harry Brabazon, 5 feet 7½ inches, a solid 160 pounds, dressed in soiled Army suntans, his hair reddish-blond, his nose high-bridged, was drinking beer with two of his brothers.

"What does your magazine want from Harry?" demanded his brother Jim, a beefy guy of about 28.

"I'm a hero," Harry said. "I told you, didn't I?" He had just come in himself a few moments before.

The room was very dark. There was a single window opening on the alleyway, but its panes were broken and a kind of black sheeting kept out the wind and rain. Brabazon tried to excuse the appearance of the house.

"My wife went to her mother's last night when I didn't get home."

Jim laughed. "Harry works nights. He's a stevedore, like us."

"I may as well tell you," Harry confessed, "I ain't been home three nights. Can't blame the kid for not sticking around." He

CONTINUED ON NEXT PAGE



AS PRIZED SOUVENIR the photograph is carefully preserved by Callisto (*above*) and the three other men.

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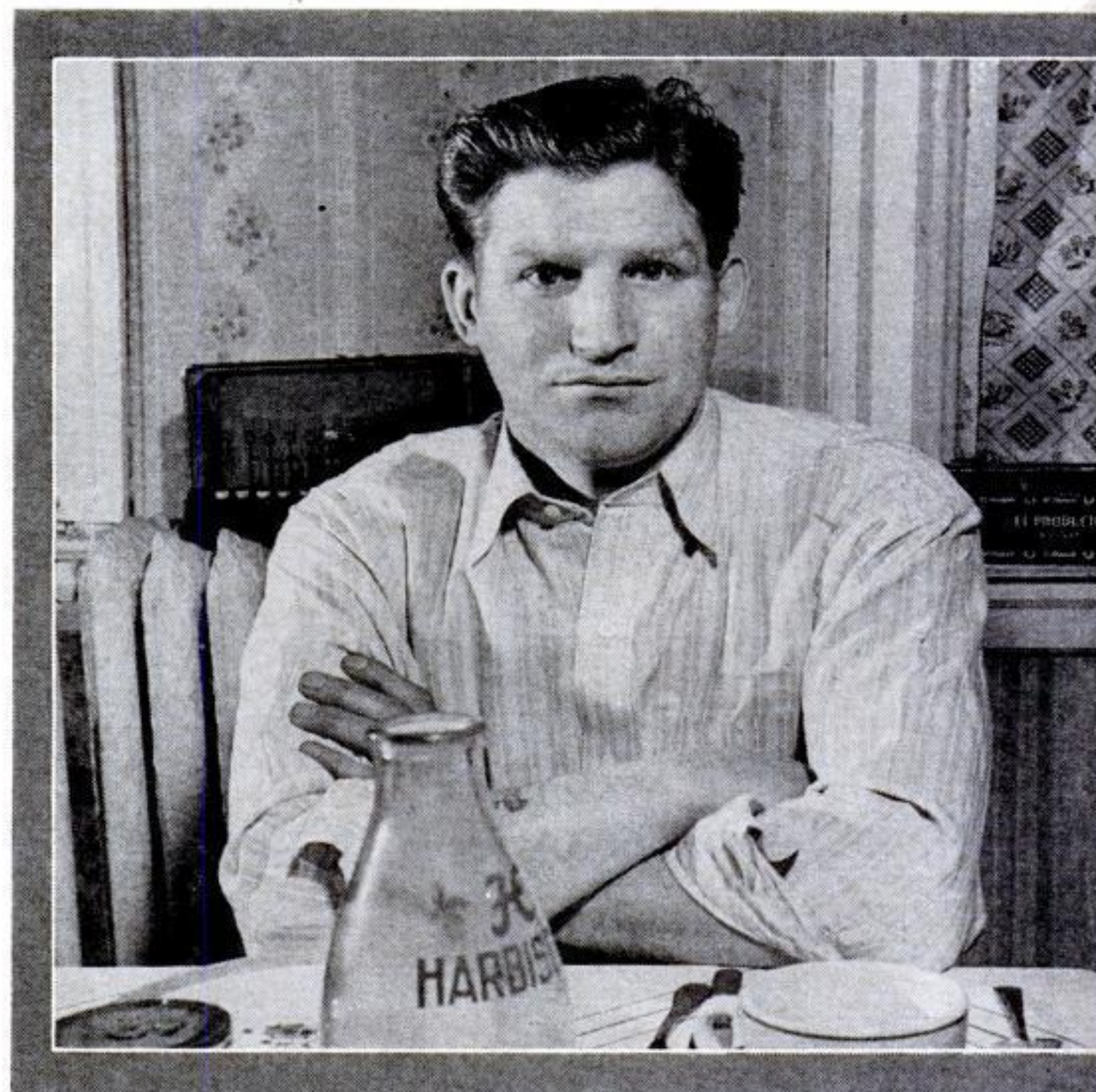
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HARRY BRABAZON had to fight against a slum environment and a taste for liquor when he returned to Philadelphia to work as a longshoreman. His

## FOUR MARAUDERS CONTINUED

walked over to the gas stove in the corner. There was a frying pan full of cold fried meat. "Gosh," he said, touched. "She even had a hot supper waitin' for me one night. Chili con carne."

Then he settled down to talk. "I met Betty on a 10-day pass in December 1945 after I'd been back from overseas a year. She was only 17 and had just quit school to go to work for a drug company. She was a friend of John's wife." He nodded toward his older brother, who had found an accordion and was trying to squeeze out a tune.

"We got married in August 1946, after I'd been out six months. We couldn't afford a honeymoon. Just had a reception at my brother Charlie's house. I had nine brothers and five sisters, but one of each is dead. My mother's dead too. She was Dutch—brought up as Protestant. My old man's Irish. He's still alive, lives with my brother Mike. Brabazon—ain't that a helluva name for an Irishman! It's Spanish. I guess lots of Irish got Spanish names."

"When I got back from overseas I spent my 21-day furlough working as a stevedore. After the furlough I went AWOL for a couple of weeks to keep working."

"I wanted to work along the shore when I got out too, but the union wouldn't take in new members, even vets. It's the same old jump-around. You try to do something but you never get a break. Before the war I was a truck driver, but I lost out on account of drinking. Made 40 bucks a week—50 most weeks, with overtime. But I never saved a cent. Used to bank my dough in saloons."

"When I got out I had exactly \$149 to my name the Army gave me. I got myself a temporary work card and started hanging around the teamsters' union hall, pickin' up odd jobs—mostly hauling beer. I can lift 350 pounds off the ground and it wasn't hard getting jobs but, hell, most of them paid only 30 bucks a week! The 52-20 Club's better'n that!"

Had he taken any veterans' unemployment checks?

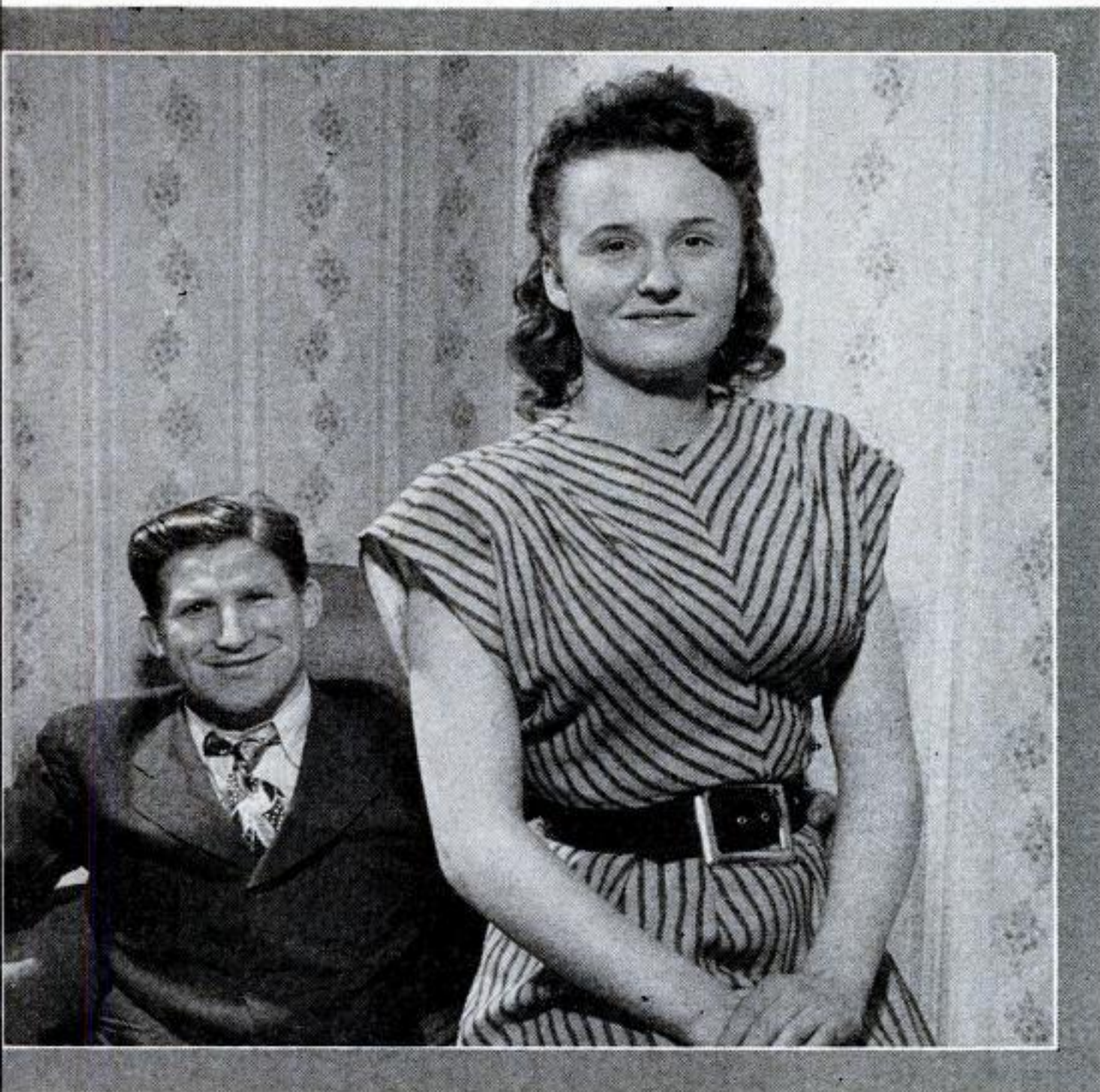
"Sure! Twenty-seven so far. I'll be running out soon, huh? After driving a truck awhile I started hanging around stevedore-hires again. You can make good dough, \$1.75 an hour. But you can't tell from one day to the next if you'll be working. Last week I made \$74. My average is about \$66."

"Someday I'm gonna buy a home, not live in a dump like this. I'm gonna save enough dough to put down a down payment and buy me a house through the Veterans Administration."

"You better figure first on some way of getting Betty back from her mother's," John advised, laying down his accordion.

"My wife don't like the guys coming around here drinking. We have to soft-pedal it when she's around. I tell you, she's too good for me."





19-year-old wife Betty (right) recently went home to her mother, did not go back to Harry until he pulled himself together, found a decent place to live.

He picked up the photograph, which I had brought along. "They were a great outfit," he said thoughtfully.

I asked him if he ever saw Block (the man in front of him in the photograph), who also lives in Philadelphia.

"None of the guys in the picture were good friends of mine. We just happened to be together when your boy, Hoffman, came around."

You might expect a great spirit of camaraderie to have been carried over into civilian life among the Four Marauders because they had appeared together in a famous war photograph. Actually the opposite is true. They do not write to one another, have never once thought of holding a reunion, and each of them is singularly uninterested in what the others are doing as civilians. They behave, in fact, as if the war had ended several centuries ago.

Since my first meeting with Brabazon things have begun to look up. He and his 19-year-old wife Betty have moved to a neat two-room apartment at 308 Porter St. This move came as a direct result of Betty's determination to get away from the unhealthy atmosphere and environment of the dreary waterfront slum and settle in a respectable neighborhood.

### Block sells shoes

**S**IDNEY BLOCK, now 24, 6 feet tall, 143 pounds, with a thin bony face and dark curly hair is the only one of the Four Marauders whose employer and fellow employees do not know, at least vaguely, that they have some kind of war hero in their midst.

When I saw Block he was in bed with the mumps, a child's disease that embarrassed him somewhat because, although the youngest of the Four Marauders, he has perhaps a greater sense of responsibility than the others. He has a larger family (a wife, Betty, 24, and two sons, Sidney Jr., 22 months, and David, 8 months). Moreover he has had to look after himself since he was 14 and this, coupled with the fact that he went to war at 18, has made him serious about everything—except the way he met Betty.

"That was funny," he said. "I was assigned to Edgewood Arsenal in Maryland after I got back to the States. I had malaria 8 or 10 times, and every time they threw me into the station hospital. Betty was a Wac, a corporal lab technician. She made blood tests. The first time I saw her, she walked up, jabbed a needle into my finger and sucked my blood into a tube.

"One thing led to another and we were married Dec. 31, 1945 at her home in Rutledge, near Swarthmore. She's Presbyterian. I'm Jewish. Her home-town minister married us. I had been out of the Army since July but they wouldn't let her out. Lab technicians were 'essential' they said."

"It was quite a marriage," Betty, an attractive, buxom girl, put

CONTINUED ON NEXT PAGE



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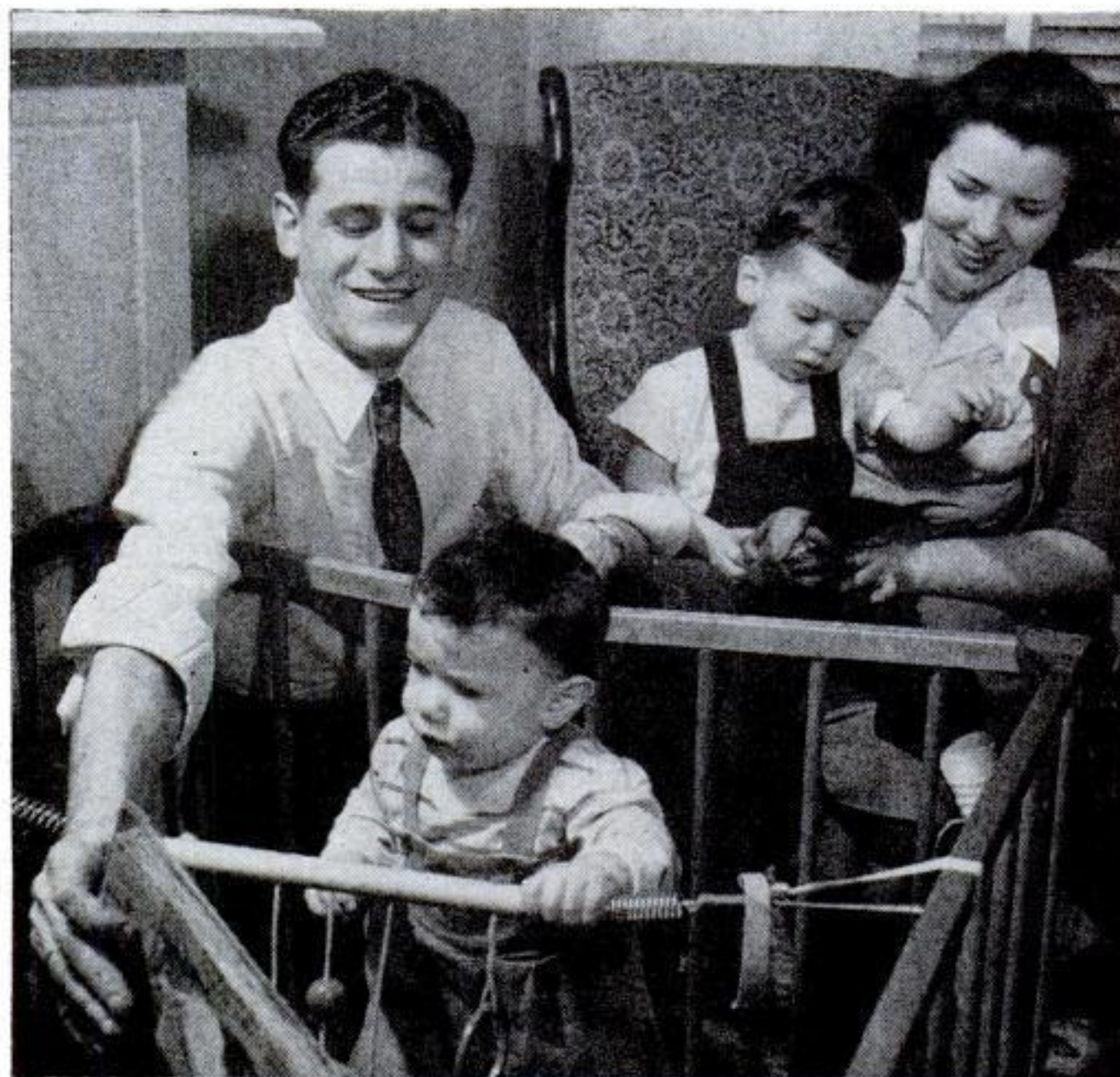
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Kreml is great to lubricate a dry scalp, make dry hair feel softer. It also removes dandruff flakes and leaves scalp feeling so alive. Use Kreml Hair Tonic daily for perfectly groomed hair and a more 'hygienic' scalp.

## KREML HAIR TONIC

*A product of R. B. Semler, Inc.*



**SIDNEY BLOCK** of Philadelphia married his wife Betty after his discharge but while she was still in the WAC. He is now assistant manager of a shoe store.

### FOUR MARAUDERS CONTINUED

in. "Every Saturday afternoon I'd get a weekend pass and rush over to Philly, where Sid was staying with his aunt. Finally I got out in February because of Sidney Jr., who was going to be born in August. We lived with an aunt of mine in Swarthmore, right across from the college."

Block let his wife rearrange his pillow. "After two months we moved to town," he said. "We had three rooms and what they called a 'semiprivate bath.' Ten people used it. Then we heard that a three-room apartment was supposed to have a private bath. But the landlord wouldn't give us one. We set the Board of Health on his tail. That made him mad and he tried to get us out of our third room by fooling around with the gas—turning it on and off. Once it made the baby so groggy we swore out a warrant for his arrest."

"Finally we found this house near Germantown Road. It has five rooms and cost only \$3,000. We had \$600 saved up and \$1,000 in bonds and an aunt of Betty's loaned us the rest. Another aunt of hers died and we got her rugs, vacuum cleaner and refrigerator. This may not be exactly what we want, but it's a roof over our heads in case of a depression and if we find anything better, we can sell it. My old job? No, I didn't touch my old job. It was with Howard Clothes, making vests in their factory. I wanted something more healthful. I have a 50% disability from all that malaria."

"My first job was temporary—three weeks at Gimbel Brothers selling sportswear. Then I heard Thom McAn down the street needed a shoe salesman. I started there September 1945 as third salesman at \$34 a week plus commission. I still do some selling, but now I'm assistant manager. I've had a couple of raises and make at least \$50 a week. I like selling, meeting the public. Once I got an infected hand from a lady's dirty foot, but that's part of the game. I'd give my right arm to be able to go to school and study business administration. I had to quit Overbrook High after only three months when I was a kid. No, I haven't joined the 52-20 Club—not yet. I thought about joining a veterans' organization—but I always had too much else to do. Betty doesn't go for that stuff, though."

"I had enough of the Army," Betty said.

"If I ever got into the Army again," Sidney Block said, "I'd want the same guys on the right and left of me. You can't beat the Marauders for an outfit."

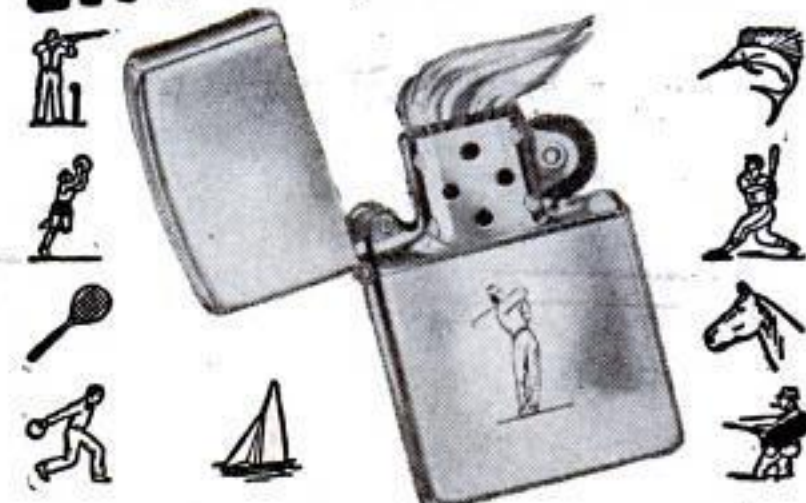
### Callisto wants a house

**T**O most ex-GIs Anthony Callisto, 25, the man in front of Block in the photograph, is an easily recognizable type. He is the kid who did his growing-up in the Army.

If not for the war Callisto would be swinging around corners in his home town of Solvay, N.Y. (pop. 8,201, near Syracuse) in an old Ford, decorated with witty high-school sayings. Instead he showed his adolescence in other ways—by getting mixed up with a girl in Trinidad and going AWOL for three weeks, by volunteering

CONTINUED ON PAGE 135

## ZIPPO- THEY WORK



Your favorite sports design engraved on a Zippo Lighter—brush finish \$3.25

Initials or signature on reverse side \$1 extra  
At your dealer

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**ZIPPO** Windproof **LIGHTER**

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The most talked about  
Pipe Mixture in America



Aromatic in  
the pack...  
Aromatic in  
the pipe!

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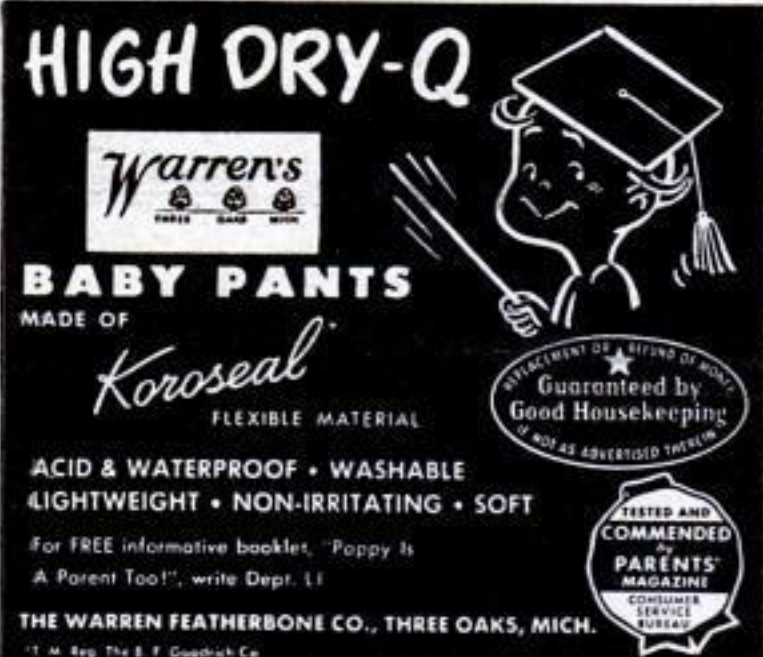
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Cuticle Scissors—  
fine needle-point  
blades nip tiniest  
corners easily, cleanly.  
At leading stores, \$2.50

## La Cross

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**Big Guy??**  
We've got you in mind! Clothing and furnishings for LARGE MEN is our specialty! Sizes 44 to 66! We fit extra tall fellows, too! Shirt sizes to 21, sleeves to 37. PAJAMAS, UNDERWEAR, ROBES, SLACKS, SWEATERS, SPORT COATS, SUITS, TOPCOATS and RAINCOATS! SEND for our FREE Catalog "L" IMPERIAL WEAR 513 Avenue of the Americas N.Y. 11, N.Y.





#### Cocoon

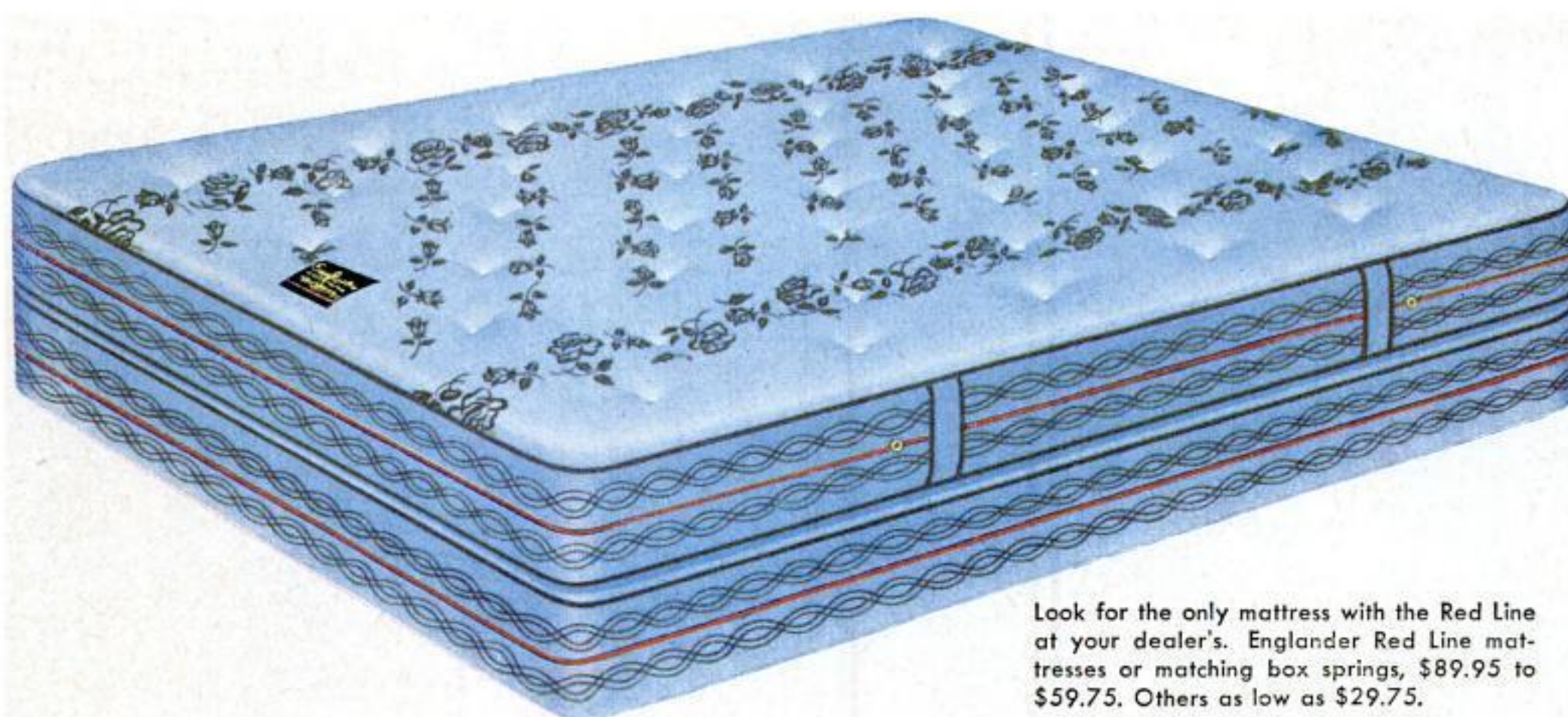
She gets all wrapped up in her sleep as soon as she relaxes on the Englander's double-layer springs.



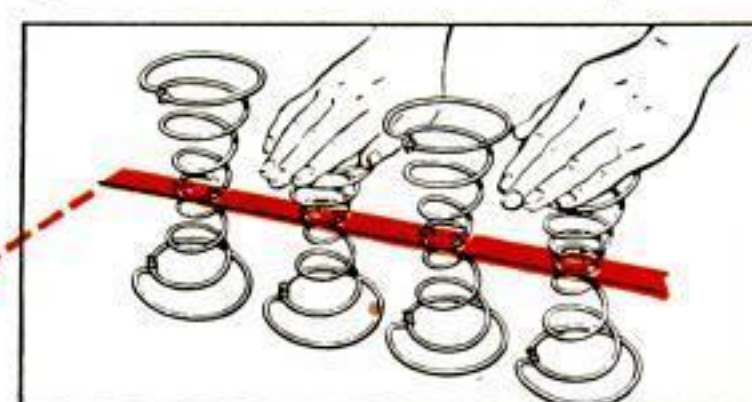
#### Spread Eagle

He covers as much space as possible, finds every inch of the Englander gives gentle, responsive support.

## For the first time: complete comfort for every kind of sleeper



Look for the only mattress with the Red Line at your dealer's. Englander Red Line mattresses or matching box springs, \$89.95 to \$59.75. Others as low as \$29.75.



1. Upper layer fits your body
2. Lower layer fits your weight

This is not just a new mattress—it is the greatest improvement in mattress construction in 50 years.

Every sleeper needs two kinds of sleep support—one for the body, one for the weight.

Now the Englander Red Line Mattress gives you two layers of springs, not tied together at top or bottom by wire or sacks, but joined at the center by a flexible ribbon of steel. An entirely new and revolutionary principle of mattress construction—exclusive with Englander.

No matter how you sleep, the upper layer cradles your body; no matter how much you weigh, the lower layer supports that weight.

And if two are sleeping, this free-floating spring action prevents roll-to-the-middle on account of the extra weight of either.

See Englander at fine department or furniture stores—the only mattress with the Red Line.



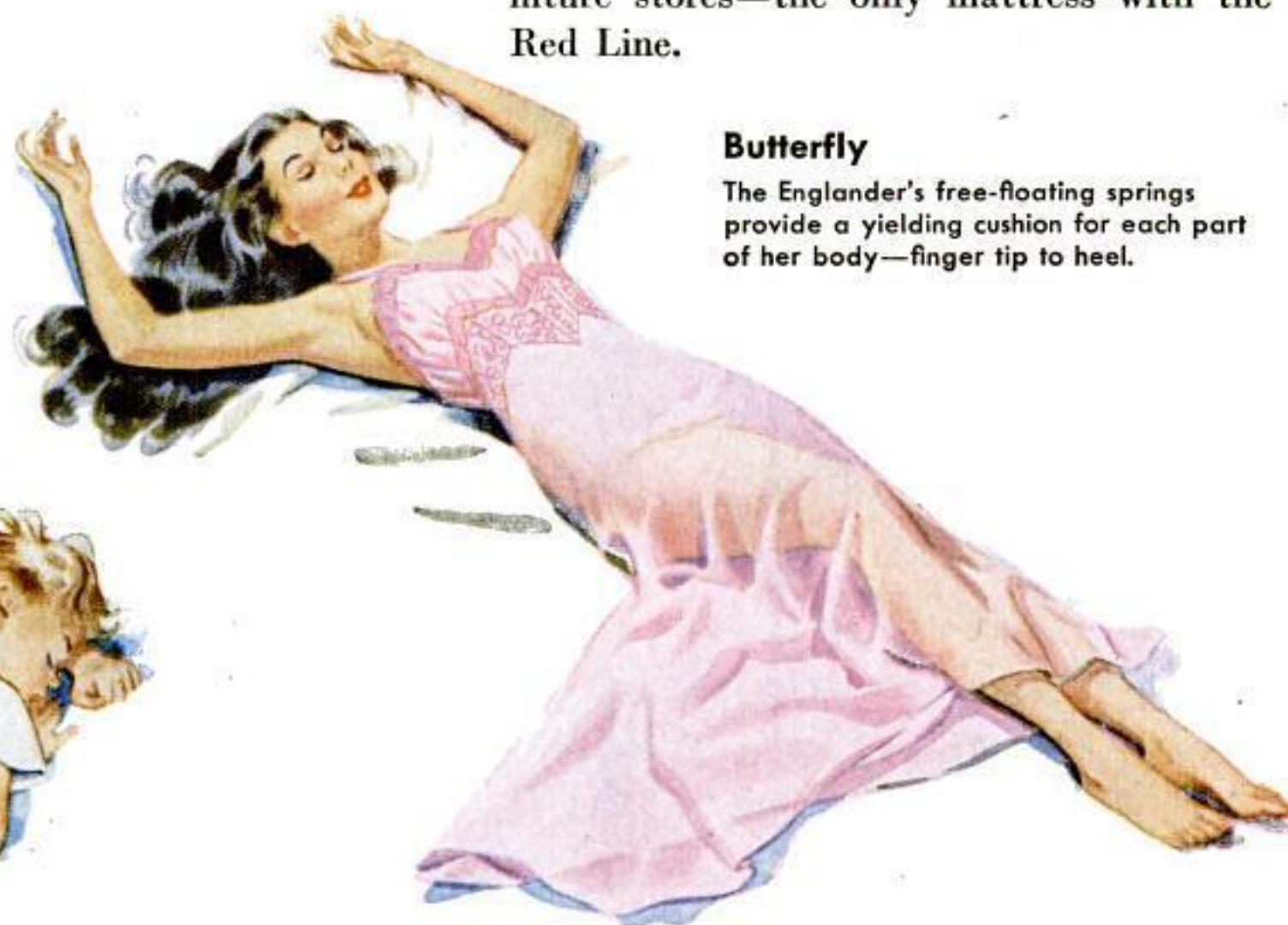
#### Halfback

No matter how hard he shoulders his way in, the Englander's upper layer treats him gently, lower layer gives cushioning support.



#### Bird Dog

On the deep slumber trail, and very nice going on the Englander.



#### Butterfly

The Englander's free-floating springs provide a yielding cushion for each part of her body—finger tip to heel.

**NATIONAL SLEEP SHOW**  
MARCH 1 TO MARCH 20  
See your department or furniture store  
for the latest in sleep equipment.





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Come and get 'em—wing tips, plain tips, easy-going casuals; triple soles, Scotch grains and moccasins. All Roblees, all new spring styles, all "rounded up" for easy pickin'. Pick your pairs at your Roblee dealer's during Roblee Roundup time. Roblees are priced...

**8<sup>95</sup> to 13<sup>95</sup>**  
Some styles higher





ANTHONY CALLISTO (seated, left) and his wife Edith (right) are living with his mother and other relatives until they can build a house of their own.

#### FOUR MARAUDERS CONTINUED

for the Marauders and by being completely fearless under enemy fire in Burma.

When he left Solvay people remembered him as a shy kid. The next time they saw him, after his return from overseas, he was skidding by on a fast motorcycle, whistling at the girls.

"I was stationed in New Jersey," he said. "Boy, did the girls like that motorcycle! I played the New York-Philadelphia-Trenton circuit, mostly. I had four accidents, just little ones."

When he came back to Solvay for good, in October 1945, he used his \$900 savings to buy a '38 Studebaker. One night a drunk stepped out in front of him and got hit. People decided that the Army had made Cal wild.

Everybody was very conscious of "war nerves" in those days. They felt Callisto had every right to have them—"after what he had been through in the Marauders"—and they looked carefully for telltale signs.

Once he overheard a strange woman boasting about her son's war record. He went up to her and said, "You better keep quiet about war records. I was in Merrill's Marauders!" Another time, at a party in Corning, his stepfather noticed Cal was sitting on a couch between two girls, not saying a word, and he made a harmless remark. Cal started to cry.

He was very unhappy—about having no friends, about his jobs and about his stomach "going weak because of Army chow"—when he met Edith Delperuto, 20, a tall, pretty, dark-haired girl. The neighbors—largely Italian-Americans like the Callistos and Delperutos—feel that Edith is responsible for straightening the war kinks out of Cal's system.

One night as Cal, Edith and I were sitting in the Spot Grill, an old hangout of Cal's, he said, "Edith changed my mind about a lot of things. On June 22, 1946, her birthday, I gave her an engagement ring I had bought in New York before getting out of the Army. I bought it for \$120. Figured it might come in handy someday."

Cal was driving a cab and Edith was working in the Unit Control Office at Witherill's department store in Syracuse. She said something about going to work in a factory because it paid better, but Cal wouldn't hear of it. "What? And lower her standards after working in an office! I'd break her head!"

A month later, in May 1947, both of them went to work for the Onondaga Pottery Company in Syracuse—Edith as a paster and decorator, and Cal as a kiln operator averaging \$55 to \$60 a week. Since their marriage Edith has gone back to office work in the Syracuse Trust Company.

"I'm feeling a lot better now," he said. "My health was always

CONTINUED ON NEXT PAGE

# NOW YOU CAN VISIT *Friends and Relatives* IN EUROPE!

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*You can't make a genuine  
Manhattan  
without*

**ANGOSTURA BITTERS**

For each Manhattan use a dash or two of Angostura bitters,  $\frac{2}{3}$  whiskey,  $\frac{1}{3}$  sweet vermouth. Put ingredients in a mixing glass filled with cracked ice, stir thoroughly, strain and serve.

*You can't make a genuine  
Old Fashioned  
without*

**ANGOSTURA BITTERS**

Shake two or three dashes of Angostura, then a splash of seltzer, on a lump of sugar. Muddle, add 2 cubes of ice, a twist of lemon peel, and a cherry, if desired. Pour in  $1\frac{1}{2}$  oz. of your favorite liquor, stir well and serve.



*It's what you put in to  
make the flavor  
come out!*



Tangy, tropical Angostura aromatic bitters blends and harmonizes all the ingredients of a cocktail into a real taste triumph. When you mix drinks at home... or order them when out... don't forget the Angostura!

**SPECIAL OFFER**

The famous Professional Mixing Guide used by bartenders!

250 Recipes For Mixed Drinks! Here's the fascinating 96-page booklet that tells you how easy it is to mix 'em like an expert! Chock-full of information! Send only 10¢ to cover handling costs to: Angostura-Wuppermann Corp., Dept. L-2, 304 E. 45 St., New York 17, N. Y.



**ANGOSTURA**  
TRADE MARK  
REG. U. S. PAT. OFF.  
**AROMATIC BITTERS**  
32 INTERNATIONAL AWARDS FOR MERIT

messing things up for me—but not anymore. When I first got out, I worked at the Solvay Company in the baking-soda department. But the doctor told me to quit because the fumes were bad for my stomach. Then I worked as a moldmaker at Stanton Foundry, but the gas coming up from the hot iron after the mold was poured bothered my stomach too. I stayed home a couple of weeks and got 52-20 checks—about four of them. I only took them when I needed them. I tried Iroquois China too, where I was before the war. Then I figured I better be outdoors, so I got a job driving a cab. But suddenly I realized my stomach wasn't acting up any more. I could eat spaghetti and drink wine and everything. So I went back to factory work."

The LIFE photograph caused great excitement in the Callisto family and in the town of Solvay. Cal's mother, Maddalena, 48, who is all the round, lovable Italian *mamminas* rolled into one, said, "The first night the picture came out they called me from the Syracuse paper. A lady said, 'Anthony's picture is gonna be in that magazine tomorrow.' At first I couldn't say a word. I thought maybe he's hurt, maybe dead."

"The next day everybody knew about it. On my way to work at the defense plant a fellow stopped me. 'Did you see Anthony's picture?' I went to my bench. One of the big bosses came up. 'Maddalena,' he said, 'we want your picture for the company newspaper.' That night I got phone calls from all kinds of people I didn't even know who seen the picture and found out somehow I was Anthony's mother. It was printed in the Syracuse paper too. But it came out too dark. All the relatives crowded around and everybody said, 'That ain't Anthony.' But I got out magnifying glasses and looked carefully and told them, 'That's him, all right.'"

After Edith and Cal were married in October at the Solvay Catholic Church, they spent a honeymoon in New York. Then they moved in with the family, to live in Cal's old room.

Cal's stepfather, Donato, 50, has an empty lot around the corner, on Smith Street, and soon Cal is going to get a GI loan and build a house there with Edith's brother, Dominic Delperuto, who is also a newlywed and a veteran.

Everybody figures Cal has changed a great deal from the wild, mixed-up kid he was when he first came back from overseas. The only thing that hasn't changed is his cockiness about having been a Marauder. He says that if he had it to do all over—volunteer in Trinidad for a "dangerous mission"—he'd still volunteer.

**Brattlof longs for adventure**

**I**N Trinidad, Callisto's lieutenant, Kenneth Brattlof, volunteered for the Marauders also and became the platoon leader in the photograph. Today Brattlof is 39 years old, a solid Minnesota Swede, 5 feet 8 inches tall, with a red-faced outdoor look and thin brown hair balding on top.

He looked a great deal different when he came home to Cloquet (near Duluth) two days before Christmas 1944. In Burma, between the time the photograph was taken and the Marauders emerged at Myitkyina, his weight had dropped to 108 pounds, his once-blond hair had turned brown, he had had malaria and jungle rot and had been deafened for three weeks by an exploding bomb which killed two men alongside him.

The day Brattlof returned, his wife Lorraine ("Rainy"), 29, a shorter and brown-haired Ingrid Bergman type, was downtown shopping when she was called to the phone.

It was Carl Bruno, Ken's brother-in-law speaking. "Go down to Scanlon Junction and pick up your old man."

It was a typical, thick-frosted Minnesota day and, Rainy says, "Kenny came out of the train looking like a skinned rabbit. On the way home the car broke down and we were stuck for three hours in the snow. Kenny just sat there and shivered. He froze all Christmas week—after the jungle. He'd keep the temperature in the living room up to 85, wrap a blanket around himself and sit and shiver."

Ken found himself a celebrity throughout the Duluth area because of the photograph. He was asked to deliver 87 lectures on his war experiences. The souvenirs he had sent back home—the tablecloths from China, swagger sticks of axbreaker wood, two knives with the blood still crusted on (which Rainy later made him clean)—were exhibited at the First National Bank, the V.F.W. (where he was secretary), the Minnesota Power and Light Company (where he works) and the Presbyterian Church (he is Presbyterian but Rainy is Catholic, and they were married by a Catholic chaplain at Fort Shelby, Miss. on July 18, 1942).

"When I got out," he said, "Rainy and I went to Chicago for three days. Then I took off 30 days, went on six-, seven- and eight-mile hikes every day—sometimes with Rainy, sometimes alone. I

Everywhere you go...

**SHIP 'N SHORE**  
*Tailored Blouses*



Sanforized Broadcloth \$3

SUSQUEHANNA, 1350 Broadway, New York 18

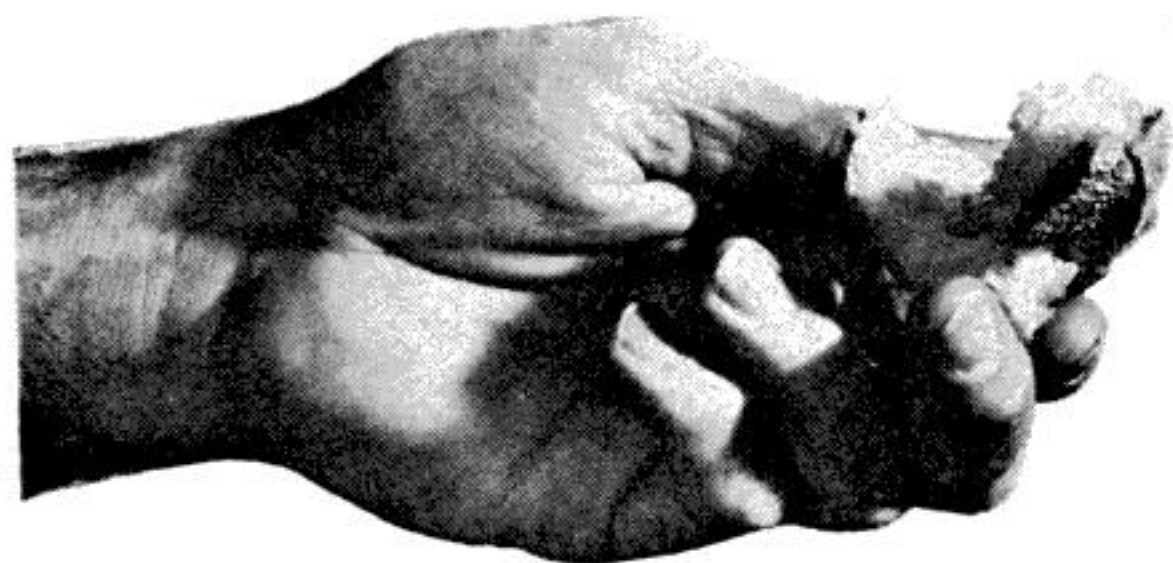
**New England Sends  
You Delicious  
Old-Time Flavor**

Hearty, wholesome! Extra-tasty! Baked the traditional old-time way (not steamed), with pork and spicy sauces, for one entire day... "Down East" in Portland, Maine.  
Burnham & Morrill Company

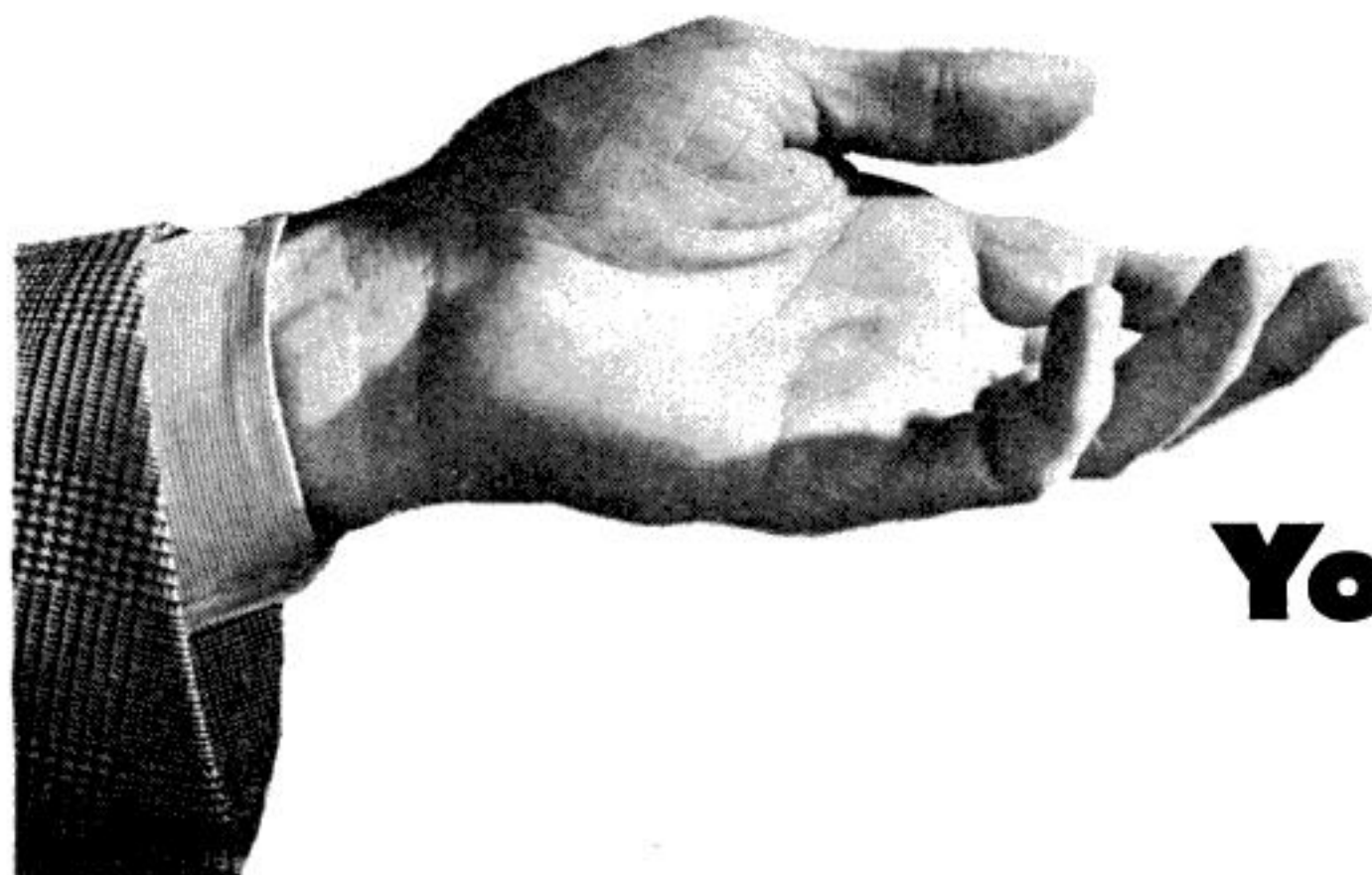




**You cannot bring back**  
*...last year's dead.*



**You cannot eat**  
*...last year's bread.*



**You cannot give**  
*...on last year's basis.*

**T**HE PIONEERS, at watch in the parched sands of the Negev, do not complain: "We had our fill of dust and danger last year." The weary hearts, still beating to reach Palestine, do not moan: "No use—we failed last year."

The United Nations decreed a Jewish State *this* year. Born out of the agony of those who need it, dedicated with the lifeblood of those who build it.

All glory to the builders and fighters! So it must be when liberty is born... *But the givers, too, have their part.* We in America know this.

**T**HERE WAS A DAY in 1776 when our young republic tottered. France voted 19 million francs to save the light of freedom in the new world.

There was a day in 1782 when our newly-born republic needed givers. Haym

Salomon, at prayer in his synagogue in Philadelphia, heard the summons. He could have answered, "No." He could have said: "Sorry, but I sacrificed a fortune to the cause of liberty last year." Haym Salomon re-entered the synagogue; he entered history, for with the aid of his fellow-worshippers the sum was raised — *at once, within the hour.*

**T**HE ROLL-CALL of history is being answered proudly on every ambushed road, in every beleaguered village of Palestine. The roll-call now sounds for the Jews of America also. *The givers, too, have their part.*

In this historic moment, what will *you* do? ... So that the homeless can be fed and sheltered, so that the harried house can be held, so that the land of Israel can rise gloriously from the long wastes of suffering.

**1948 Destiny Campaign—for \$250,000,000 minimum**

**WHAT MUST BE DONE IN 1948...**

1. Supplementary aid for 250,000 displaced Jews in Germany, Austria, Italy and Cyprus.
2. Relief, rehabilitation, and reconstruction for one million Jews in Eastern and Western Europe.
3. Immigration and reception in Palestine of 75,000 homeless Jews, including 24,000 children.
4. Housing, retraining and settlement for the newcomers in Palestine.
5. Reception and adjustment of 25,000 refugees who will enter the United States in 1948.

**UNITED JEWISH APPEAL**

**For the Relief, Rehabilitation and Resettlement Programs of**

**Joint Distribution Committee, United Palestine Appeal and United Service for New Americans**

**165 West 46th Street, New York 19, New York**

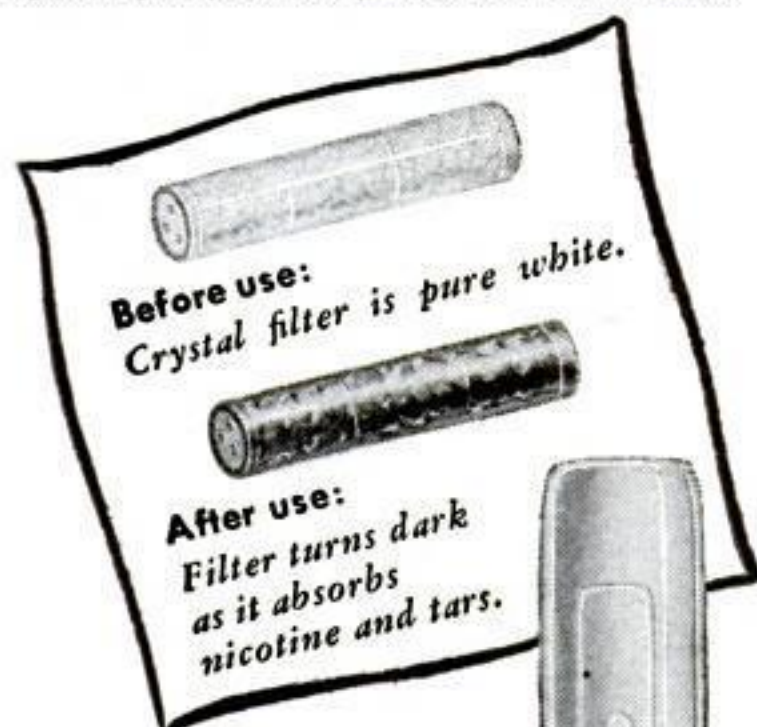
**Henry Morgenthau, Jr., General Chairman**



to smokers  
with sinus  
trouble



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Clear-headed smokers use Denicotea! Because the nicotine and tars it traps never reach the nose and throat. You'll be delighted at the difference Denicotea makes.

The ejector model in lustrous aluminum includes 10 crystal filters. \$2 at stores everywhere.



**DE-NICOTEA**

Crystal Filter Cigarette Holder

Alfred Dunhill, 660 Fifth Ave., New York



**KENNETH BRATTLOF**, the ex-lieutenant, returned to Minnesota and his old job. He is a scoutmaster, fascinates his troop with tales of the war in Burma.

#### FOUR MARAUDERS CONTINUED

didn't do any lecturing or see anyone during the entire time. Then I went back to work.

"I'm still pretty nervous. In the old days I used to dream about the Cloquet Fire of 1918, when the whole town except the red-light district burned down. Now I dream about the war."

Brattlof's adjustment to civilian life was smoother than that of the other Marauders, possibly because he, unlike them, returned to his old job of selling electrical appliances for the Minnesota Power and Light Company. Two months after his return he was promoted from residential to commercial salesman. He plans and sells electrical installations for Cloquet business establishments and makes \$54 a week plus expenses and time-and-a-half for overtime.

Rainy and Ken live with his father August, 80, and his sister Margaret. The Brattlofs are a clan of clear-eyed Swedes who live in the fabled American manner in a shiny frame house on the side of a quiet hill. August Brattlof is a vigorous old-country patriarch, with high-topped black shoes, a gold chain across his vest, an ex-lumberman's grip of iron and still a touch of yellow in his thick white hair. He is a vehement teetotaler and none of the family dares smoke or drink in his presence.

Ken's older sister, Edith Bruno, lives five doors up the street. One of the other five Brattlofs (Ken is the youngest) is always turning up for a weekend, particularly in summer, when they grill steaks in the Brunos' backyard.

Rainy and Ken have never had a home of their own, but last year they bought two lots for \$900 on Scanlon Road, "just a crow-hop from Cloquet." Now they are making very concise plans for the house they intend to build.

"It will be one-and-a-half stories, Colonial style," Ken said, "with six rooms, one bath, a picture window of Thermopane in front, glass brick in the basement—and we hope to swing it for \$8,000. We're going to cash in our \$2,500 in bonds, use our postal savings of \$4,000, sell one of the lots for \$800—we hope—and borrow the rest."

Ken Brattlof thinks of himself as an "average American." He is a Boy Scout master, belongs to the Eagles and the V.F.W. He is a born trader, collects stamps and antiques, likes to hunt and fish and even writes letters to the editor and has had his poems published in the "Open Court" column of the Duluth *Herald*.

He still enjoys talking about the war. His friends, his family and his 38 Boy Scouts all listen respectfully as he tells about the Indian rope trick, the jungle snakes and the road blocks in Burma. His wife has kept a scrapbook since the first day he entered the Army, and in it the picture of the Four Marauders is given the greatest prominence. There are framed copies all over the house too—in their bedroom, dining room and on the living-room wall, alongside the stairs.

Sometimes, looking at these pictures and thinking back to the exciting days in Burma, Ken feels life in Cloquet may be a little too tame. Then he rereads the old clippings about Burma and studies his creased travel folders on Alaska and talks vaguely about going to live among the Dyak head-hunters or the Eskimos to gather material for a series of lectures.

But Rainy, his wife, lets him talk—and keeps on making plans for the house they're going to build.

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THE SHOE WITH  
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A GARLAND NECKLACE

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Tastefully fashioned dainty pink rose with green leaves on a snake chain choker. Enduring beauty in 14 kt. rolled gold overlay.

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FOR LADIES: Bangle Bracelets • Earrings  
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# Are your pains imaginary?

"Probably not, but sometimes as many as 50% of the people who come to us for treatment have emotional as well as physical difficulties. Today it is recognized that anxiety, worry, and restlessness are on the increase; that they keep many people from feeling well; that often they result in physical disorders; that 'emotional' symptoms are nevertheless real.

Knowing that these illnesses require as much understanding as any other kind, we are devoting more thought and time to them. Patients are encouraged to unburden themselves: to talk frankly about their difficulties and conflicts. That's a first step in getting well.

We find it helps people to learn that anyone who is under strain or tension *can* develop an emotional disorder and that such illnesses may be as real, and often as hard to bear, as those with physical causes. Encouraged today by interested and sympathetic medical help, many people discuss their troubles more readily. It's remarkable how much better they feel and how many symptoms are relieved this way."

*Your doctor*



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F I N E P H A R M A C E U T I C A L S S I N C E 1 8 8 6



Painted by Joseph Floch

## **If you are depressed, tense or anxious, confide in your doctor**

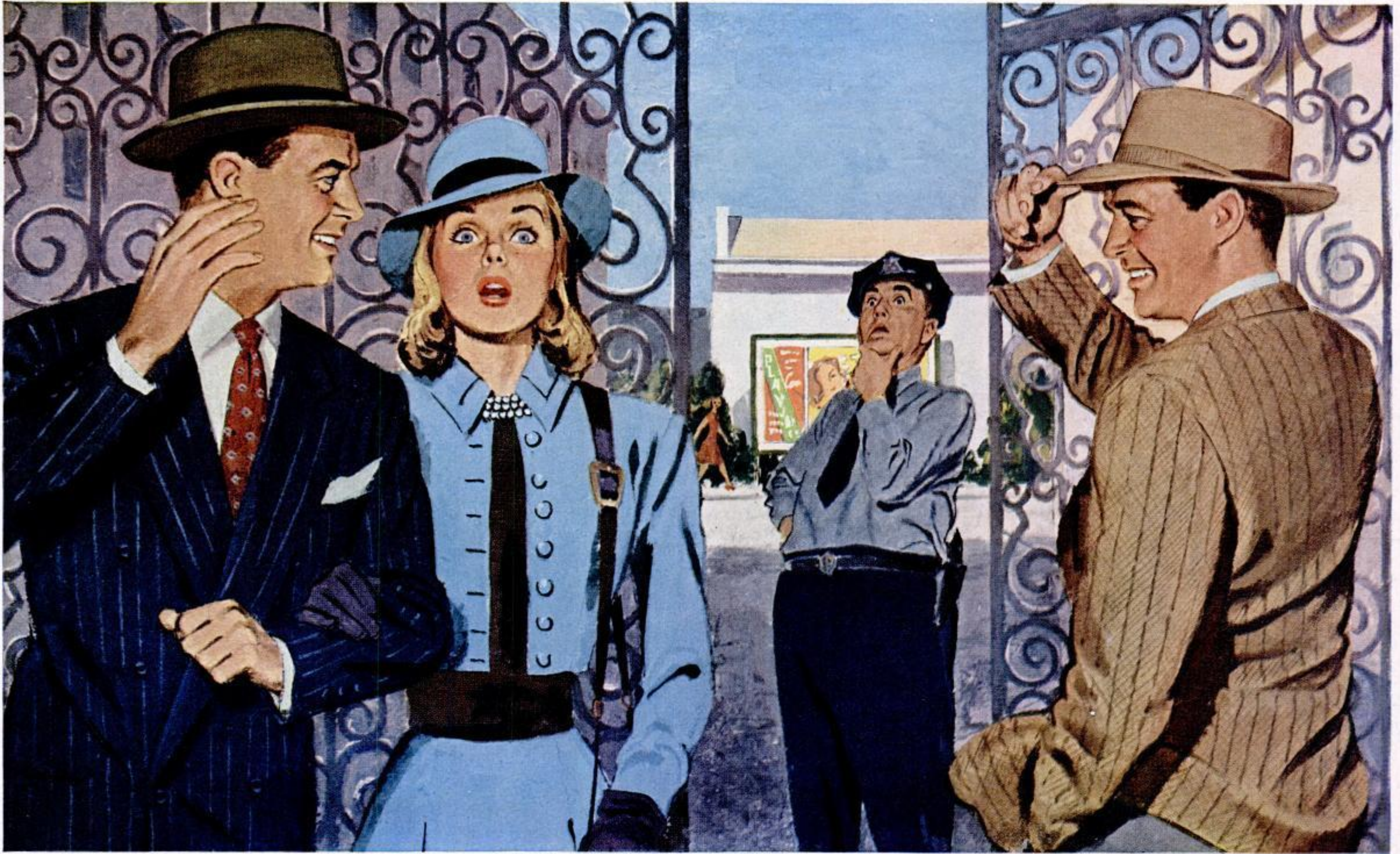
*Talk freely to him* about anything at all that is bothering you. Don't be afraid to discuss your worries or resentments. If your family situation, or your working or living conditions are difficult, be sure to say so. Your doctor may be able to help you in handling them.

*Tell your full story* and count on your doctor's understanding. He wants to hear you out. Little things that may seem unimportant can have a great deal to do with the way you feel. The more readily you confide in your doctor, the more help he will be able to give you.

"YOUR DOCTOR SPEAKS" — This is the twenty-ninth in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge



SHE TOO IS WEARING A STETSON, THE THOROUGHbred, \$12.95. OTHER STETSON MILLINERY FASHIONS FROM \$5.95



Ray Milland is currently starred in Paramount's "The Big Clock?"

## How many Ray Millands are there?

You're looking at *two* Ray Millands. But you don't see two different *people*. What you see is *the* Ray Milland dressed for two different *occasions*. And why are we so excited about anything that simple? Because being well-dressed is simple—it's merely a matter of wearing the *right clothes* at the *right time*. Ray Milland is one of the best-dressed men in Hollywood. On the left,

Ray's heading for a Hollywood party, in the *Stetsonian*. The color is Willow. On the right, he's dressed for the country club, wearing the *Stetson Casual* in the smart Sand tone. A reputation for being well-dressed is really easy to come by—not expensive either. Just pick what you wear, carefully, to suit the occasion. Then top it off with the *right Stetson*!

Dressed for a Hollywood party, Ray's wearing...

And heading for the country club...



The *Stetsonian*, \$10



The *Stetson Casual*, \$10

Dress for the occasion with — **STETSON HATS**

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.





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## THE SPINNING REEL

**It makes casting easy for duffers  
but oldtimers think it too simple**

The extraordinary accuracy of the fisherman's cast in the picture above is made easy by a gadget called the spinning reel, which is the most revolutionary development in angling since the perfection of the fly rod. The reel is built on the same principle as a housewife's sewing-machine bobbin and its operation is absurdly simple. The line will pay off 100 feet at the flick of a wrist without the conventional backcast which often fouls a line in overhanging trees. Long popular in Europe, spinning

was introduced seriously to the U.S. several years ago by Bache Brown (*above*), a Massachusetts architect who ran onto the method in Belgium. But it is just now catching on, and this year spin-fishermen are expected to account for 20% of the fresh-water tackle sold in the U.S. Anyone can learn to spin-cast in 15 minutes, which is why many oldtimers look down on the likes of Bache Brown. When the duffers learn to spin-cast like veterans, they complain, there may not be enough fish to go around.



## LITTLE LULU



"Kleenex\* pops up, too!"

Little Lulu says... Only Kleenex has the Serv-a-Tissue Box—pull just one double tissue—up pops another! Compare tissues, compare boxes—you'll see why Kleenex is America's favorite tissue.

© International Cellucotton Products Co.

\*T. M. Reg. U. S. Pat. Off.



## The Happiest Birthday of them all



The happiest birthday in the life of any boy or girl is the one he celebrates with his first bicycle. If that bicycle is a Roadmaster\*, "America's Finer Bicycle," then his happiness is doubled. Imagine his wild delight when you give him a sparkling two-tone beauty Roadmaster with its shining embossed chrome—a big searchbeam headlight—a combination tail and automotive type stop light—the Shockmaster\* fork and automotive type rims that make an easier cushioned ride—an electronically welded frame that's 100% stronger. When you get your boy or girl a birthday bicycle, be sure it's the safest to own and smartest to ride—that means a Roadmaster. \*Registered in U. S. Pat. Off.

Write for descriptive folder describing the 1948 Roadmaster

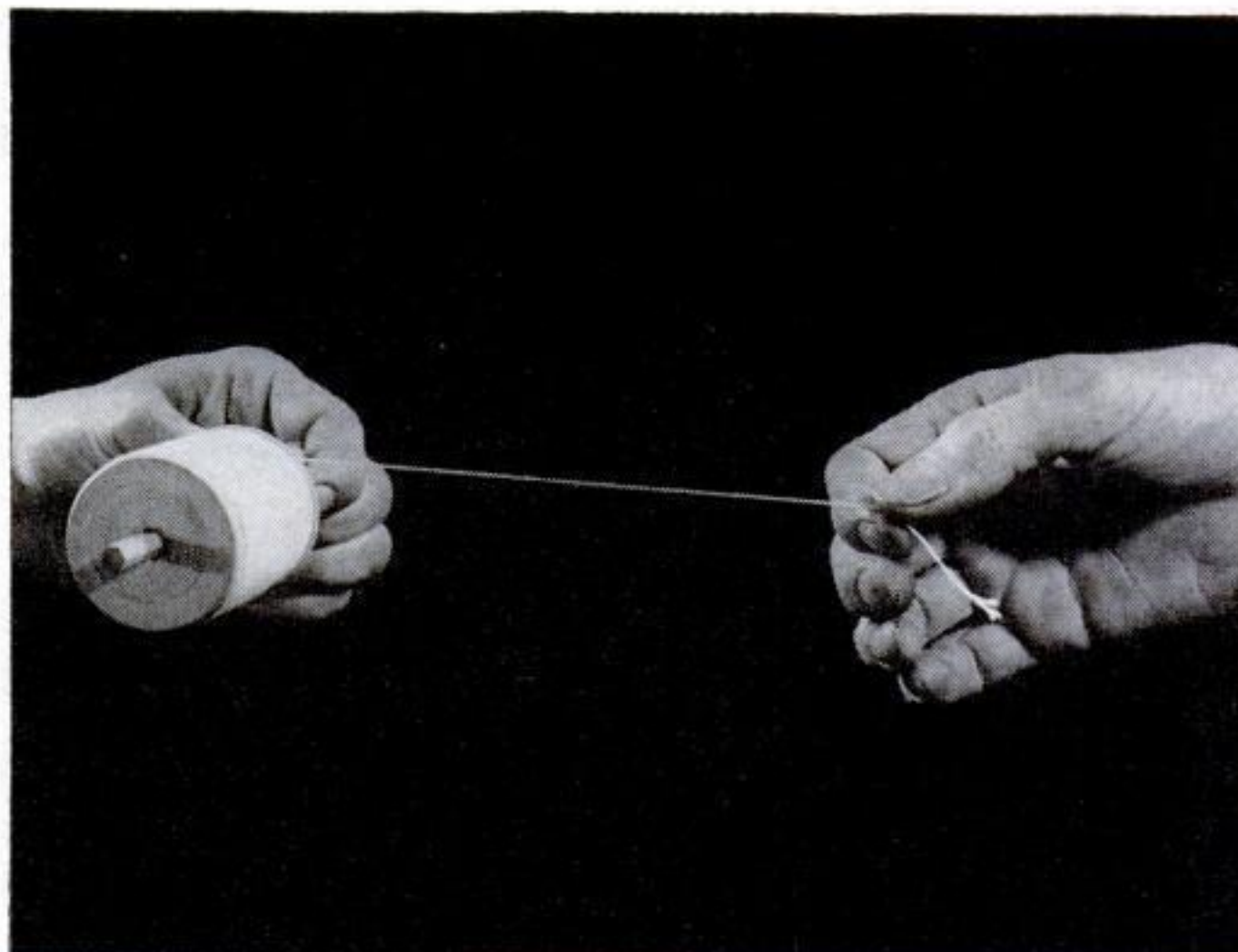
THE CLEVELAND WELDING COMPANY  
West 117th Street & Berea Road • Cleveland 7, Ohio

**SAFEST TO RIDE — SMARTEST TO OWN**

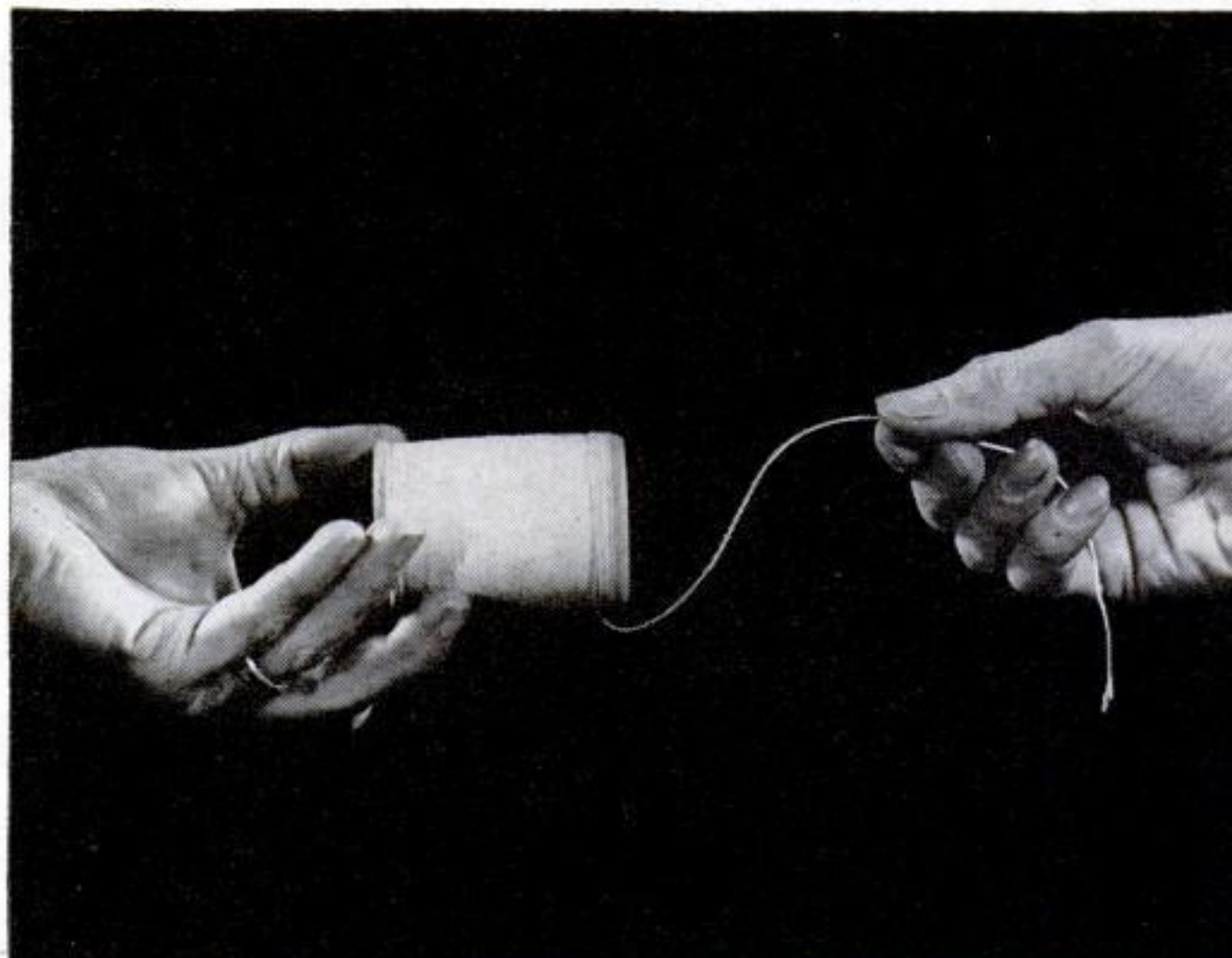
### Only Roadmaster has these features:

- Electronically welded 100% stronger frame.
- Stop light operating from the brake.
- New searchbeam headlight.
- Improved floating ride Shockmaster fork.
- Two-tone finish with sparkling embossed chrome.
- "Rocket" chain guard.
- Streamlined for speed.
- New wide base air cushioned rims.

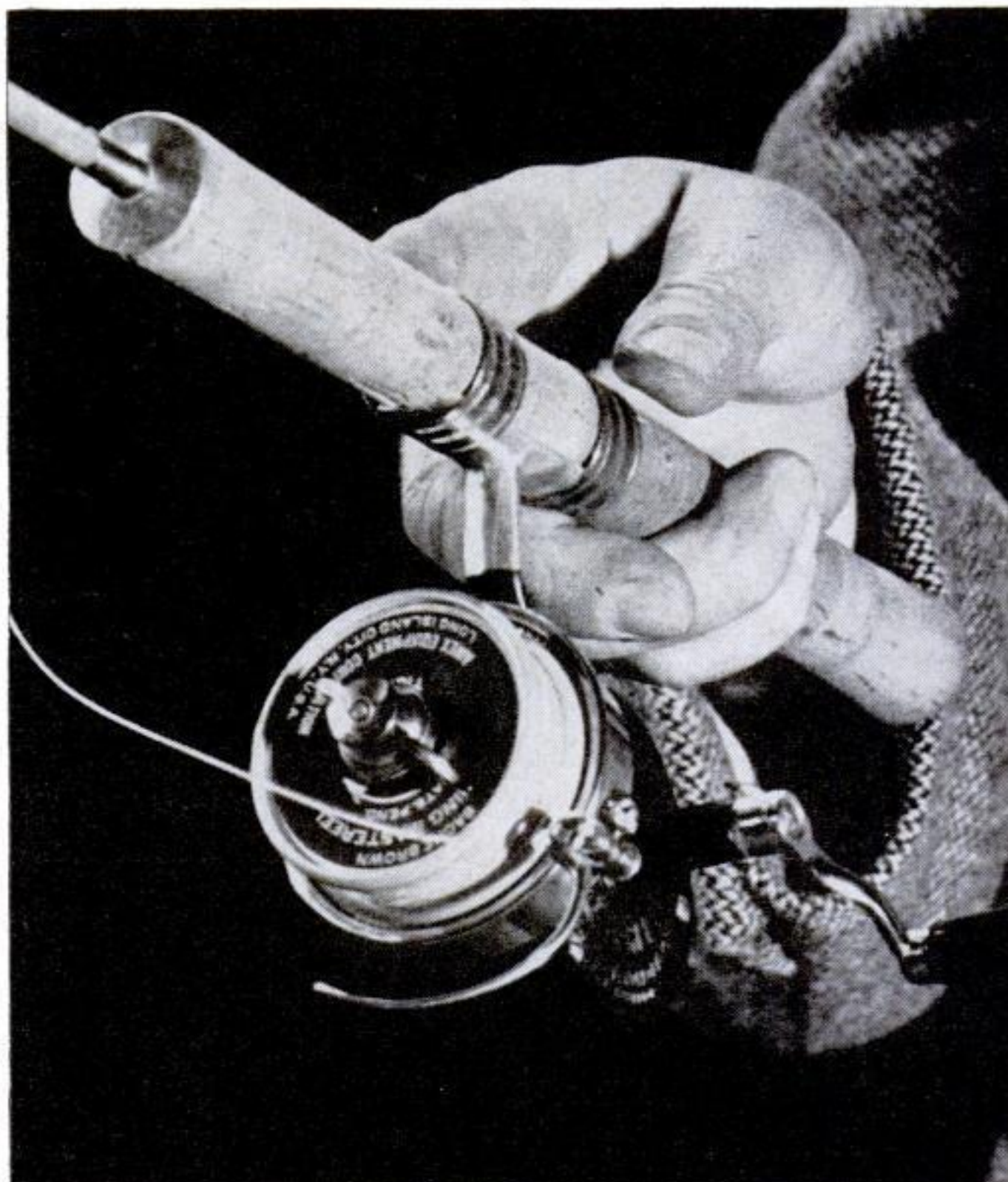
## Spinning Reel CONTINUED



**OLD PRINCIPLE** of fishing reels is demonstrated by pulling thread from a rotating spool. This rotation often causes bait-casting reels to become fouled.



**NEW PRINCIPLE** of spinning involves turning spool sideways, the thread peeling off from one end. Since spool does not rotate there can be no backlash.



**THIS IS THE REEL.** It has a finger which is open and out of the way as line pays out (above), but which closes to guide the line back when crank is wound.

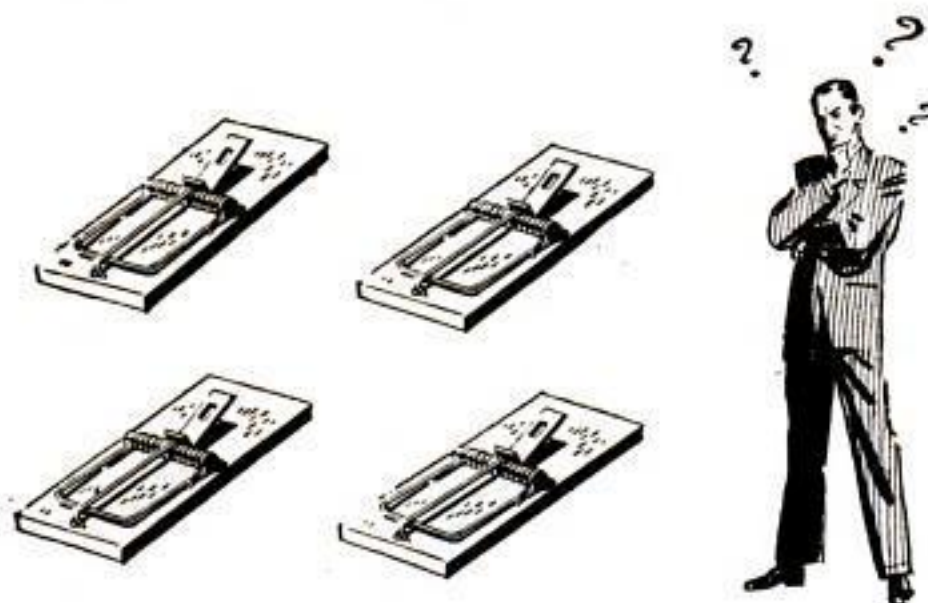
CONTINUED ON PAGE 144



# Do you think you can build a better "mousetrap"?



**1. Suppose you felt sure** you could make a better mousetrap—or any other product—and you began to think about risking your savings to start up a business of your own.



**2. First, you'd want to** make certain you could turn out this product at a price that would enable you to meet or beat your competition.



**3. Next, you'd check** very carefully to be sure there was a "market" for your type of product. In other words, would *enough* people want to buy it to give you the volume you'd need to keep going?



**4. And, of course, good management** would be another "must." You'd have to know how to *run* the business, or be able to hire someone to do it for you. For only with good management could you keep on meeting your material costs, your payroll, your rent, your taxes, and all the other costs of doing business.



**5. Finally, you'd have to see** an opportunity to make a fair profit. The firm that *can't* earn a profit soon folds up! And, like other progressive firms, you'd want to put part of your profits back into the business. For, a large share of the reasonable profits earned by industry pays for the development and expansion that bring more goods, more jobs—and greater security for all.

**Most Americans** say they think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make. Government figures show that industry averages less than half that much profit.

And about half of that is plowed back by industry to pay for the progress and development that give Americans more good things than any other people on earth!

## NATIONAL ASSOCIATION OF MANUFACTURERS

*Composed of 16,500 large and small manufacturing companies.*

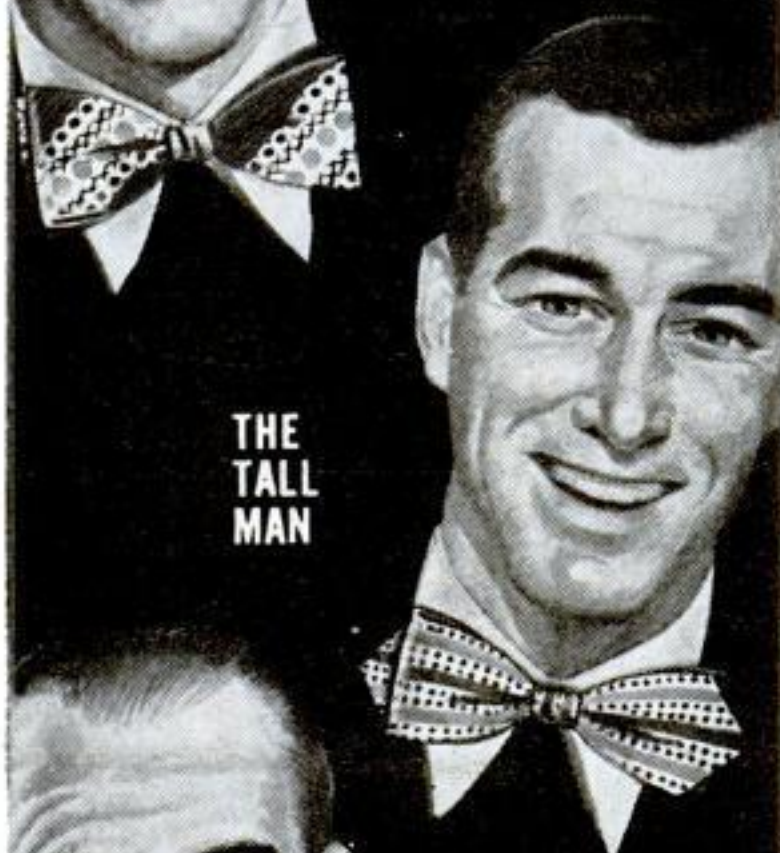


# There's a SHERMAN BOW

for every  
type of man



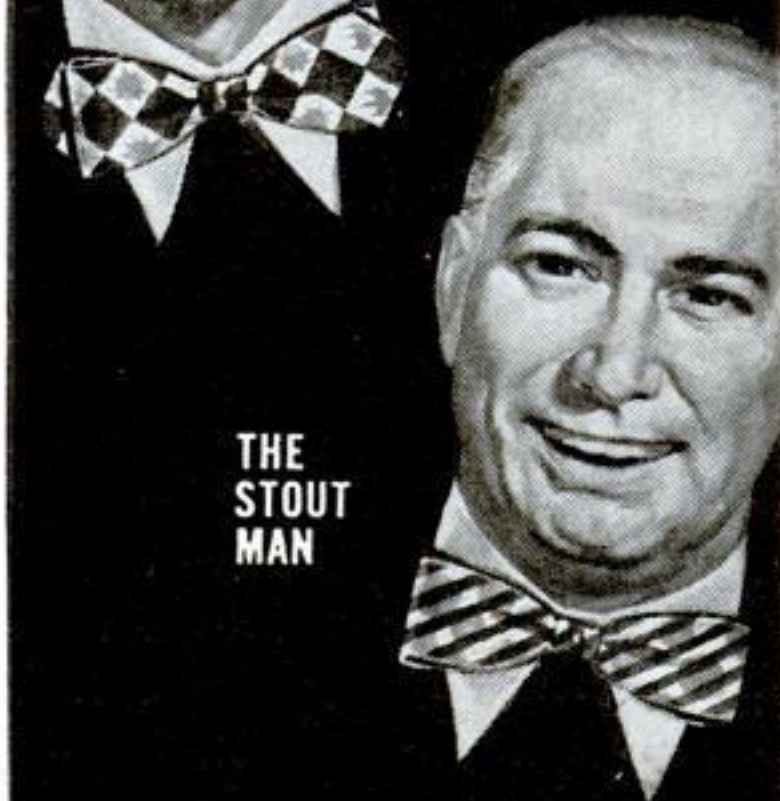
THE  
SHORT  
MAN



THE  
TALL  
MAN



THE  
SLIM  
MAN



THE  
STOUT  
MAN

Dress up your neck for Spring!  
Bold bows, quiet bows, striped  
bows, piping bows — styled as  
only Sherman can style them!  
To-tie or Clipper\* types, \$1.50.

FREE! For Sherman's booklet, "How to  
Tie a Bow Tie," write to dept. LB,

**Sherman Bows**

1200 Broadway, New York 1, N. Y.

\*Reg. U. S. Pat. Off.

© 1948, Sherman Bows

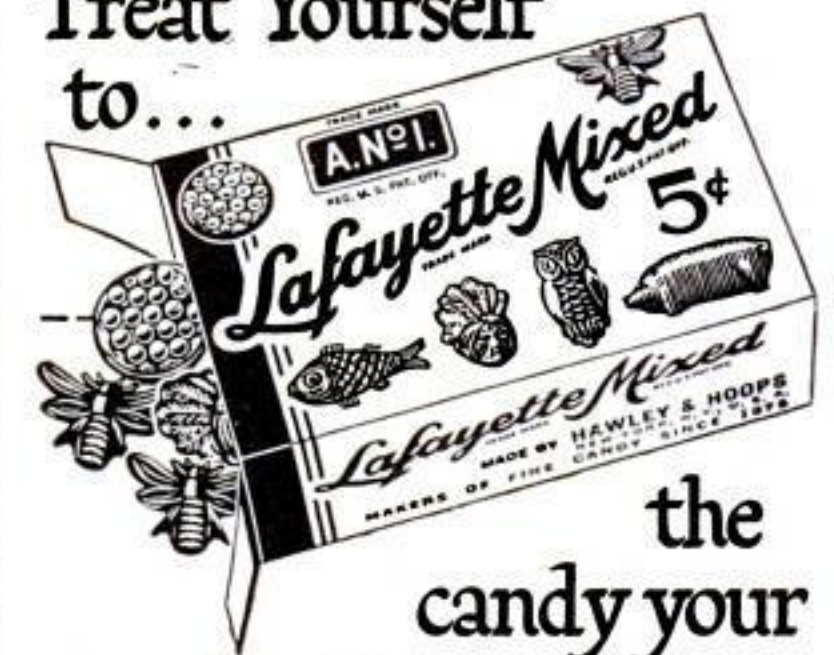


**THE CAST** is shown in three stages. Bache Brown first flips the 6½-foot rod downward, the line paying out as rod snaps up. Rod costs \$17.50, reel \$22.50.



**THE ACTION** of the reel is so sensitive that a cigaret will pull down the nylon line, which billows slightly at base of rod (above) as it unwinds from spool.

Treat Yourself  
to...



the  
candy your  
grandmother  
loved



© G. P. Inc.  
1948

**A. No. 1.**  
TRADE MARK REG. U.S. PAT. OFF.

GOODNESS  
PURITY  
FLAVOR

For over 73 years

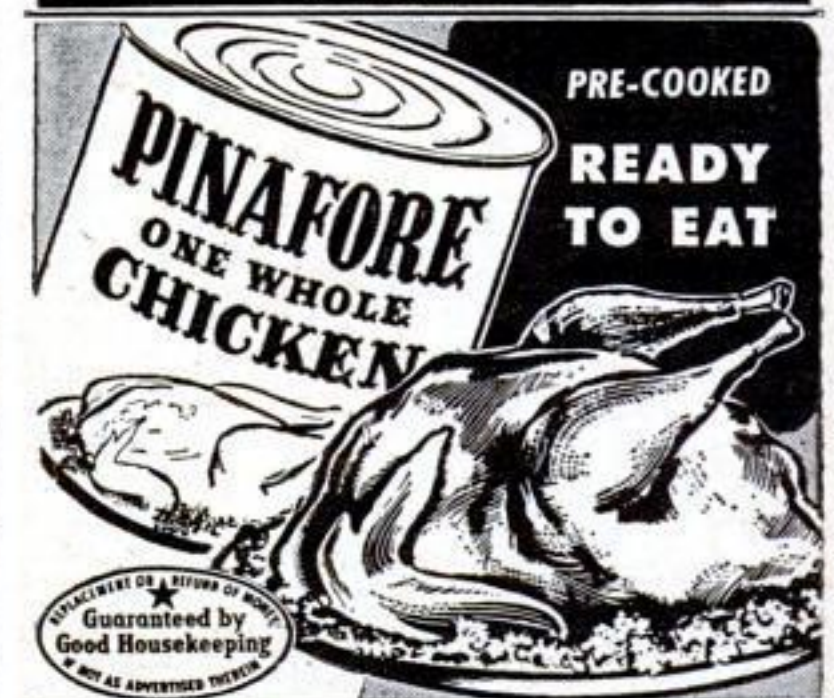
## DOUBLE LIFE... DOUBLE VALUE

Beauticians prefer JOY professional  
Manicure Scissors of surgical steel.  
DOUBLE PLATED for DOUBLE  
LIFE and DOUBLE VALUE.



\$2.50

REX CUTLERY CORPORATION  
IRVINGTON, N. J.



## DEAFNESS EXPLAINED

IN NEW FREE  
BOOKLET

New, authoritative booklet, fully  
illustrated, can help you solve  
your hearing problems. Learn  
more about hearing loss—its  
causes—its correction.

**Western Electric Dept. 380-L3**  
195 Broadway, New York 7, N. Y.

Send free copy of "Modern Science and  
Your Hearing." Also booklet on two new  
all-in-one Western Electric Hearing Aids.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Distributed in Canada through Northern Electric Co., Ltd.



## For Girls



Style 3302-2

Style 3679



Style 3651

# This is the step that counts!

## It's a RIGHT step in "BUILT for ACTION" Red Goose Shoes

Every step a growing foot takes should make it stronger. That counts with you because your child's normal foot development depends to a great extent on shoes that provide freedom plus support. Red Goose Shoes have flexibility where feet need it—support where feet need it. They are "BUILT for ACTION" Shoes!

Moreover, Red Goose Shoes have "Extra Reinforcement at Points of Strain" to resist wear, tear, stretch and loss of fit. These features mean value! Combined with smart style and careful workmanship in fine leathers, they are good reasons why smart mothers everywhere say, "Red Goose Shoes are better ALL ways!"

"HALF THE FUN OF HAVING FEET"

WISE MOTHERS CHOOSE . . .

# Red Goose

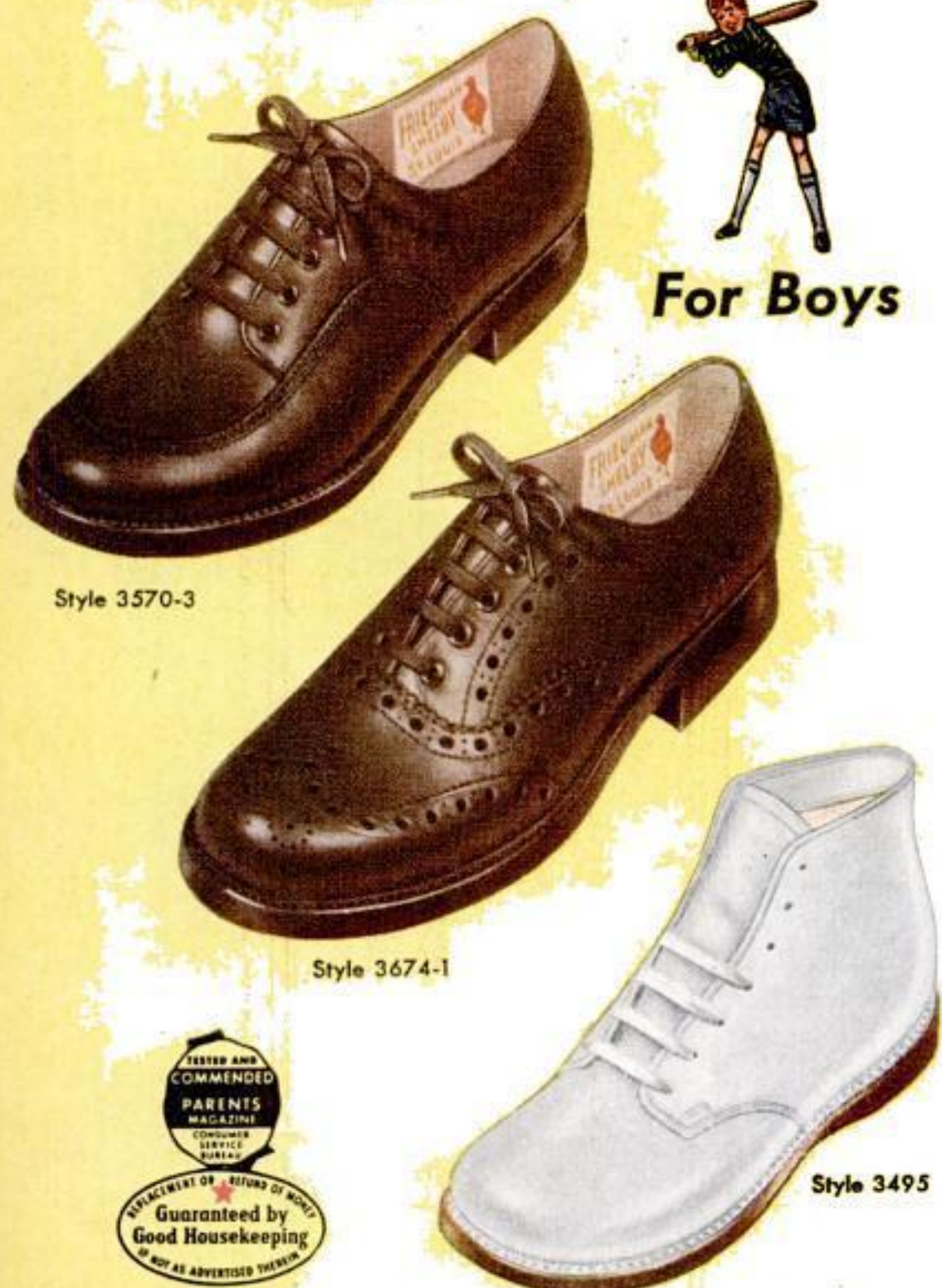
## ACTION SHOES for Boys and Girls

Also Friedman-Shelby Shoes

Consult your Classified Phone Directory or write for the name of your Red Goose or Friedman-Shelby Dealer.



## For Boys



Style 3570-3

Style 3674-1

Style 3495



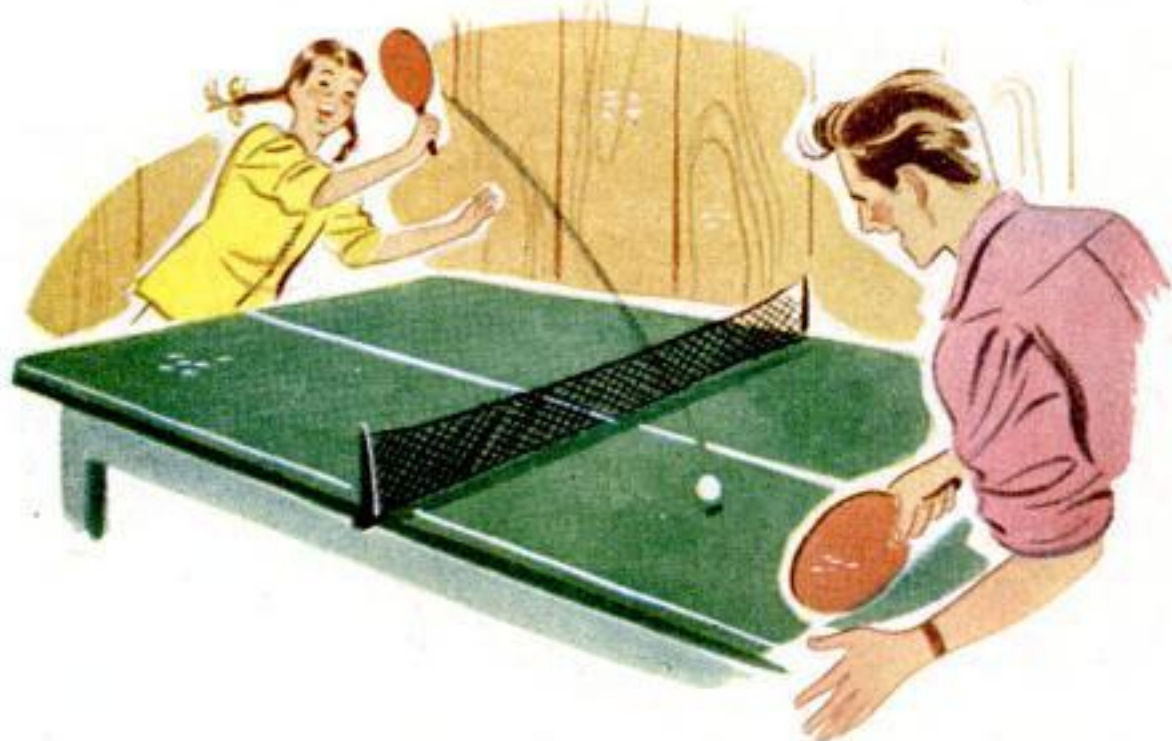
First steps are important, too . . . Give your baby the right start with Red Goose Infant Shoes. Make sure that first step is a right step.

Red Goose Division • International Shoe Company • St. Louis 3, Missouri



**WINNER WITH ALL THE FAMILY!**

# fresh up with Seven-Up!



**ENJOY HAPPY HOME HOURS—BE A "FRESH UP" FAMILY!**

Dad's sure to get a ribbing after losing to Sis in a game of ping pong. But with Mom there to serve a round of chilled 7-Up, everyone's a winner. You can't beat sparkling 7-Up for its clean taste . . . the way it wakes up your mouth. That's why 7-Up is the *all-family* drink . . . why there are millions of "7-Up Steadies" all over America.

Let the sure, pure enjoyment of lively 7-Up be a ready partner as you and your family work and play together. Order where you see the colorful 7-Up signs.



COPYRIGHT 1948 BY THE SEVEN-UP COMPANY

**YOU LIKE IT**



**IT LIKES YOU!**







**AMID RELICS OF BABYLON** Professor Stephens stands in his office doorway holding three ancient tab-

lets on a tray. At the left is a cast of the Black Obelisk of Shalmaneser. At the right is a cast of the Code of

Hammurabi ("an eye for an eye; a tooth for a tooth"). Above is portrait of Sargon, the Assyrian warrior king.

## BABYLONIAN MAIL

A Yale professor reads documents written more than 4,000 years ago

Professor Ferris J. Stephens of Yale University is an authority on the ancient world and, as such, has become a very specialized kind of baker. As part of a restoration process he bakes clay tablets on which the people of Babylon, more than 4,000 years ago, wrote their letters and documents.

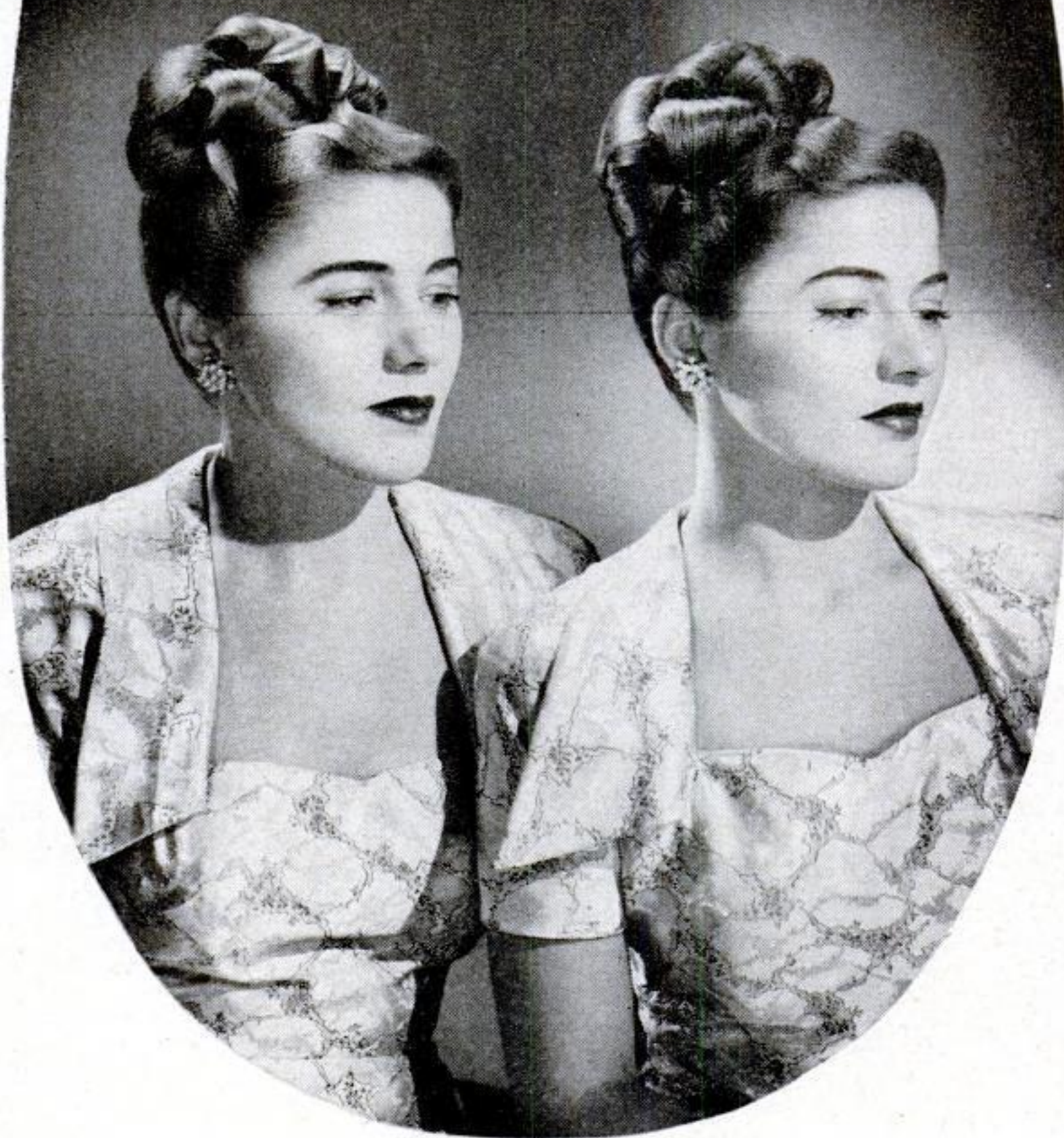
Babylon's scribes wrote with a stylus on tablets of moist clay. When dried the tablets became almost imperishable. But now, after 4,000 or 5,000 years, they are covered with foreign matter and

illegible. Professor Stephens cooks the tablets in his electric oven until they are so hard that he can safely pick off the dirt and read the mail the Babylonians wrote each other. As curator of Yale's Babylonian Collection, largest in the U.S., Professor Stephens has the responsibility of restoring and translating some 25,000 tablets. Because his letters are among the oldest in the world, he must be able to read and write languages that were dead and forgotten centuries before Latin was known.



# Which Twin has the Toni?

(See answer below)



## One Permanent Cost \$15...the TONI only \$2

Such deep luxurious waves. So soft, so natural-looking. You'll say your Toni Home Permanent is every bit as lovely as an expensive salon wave. But before trying Toni, you'll want the answers to these questions:

### Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-fine hair.

### Can I do it myself?

Sure. Every day thousands of women give themselves Toni Home Permanents. It's easy as rolling your hair up on curlers.

### Will TONI save me time?

Definitely. The actual waving time is only 2 to 3 hours. And during that time you are free to do whatever you want.

### How long will my TONI wave last?

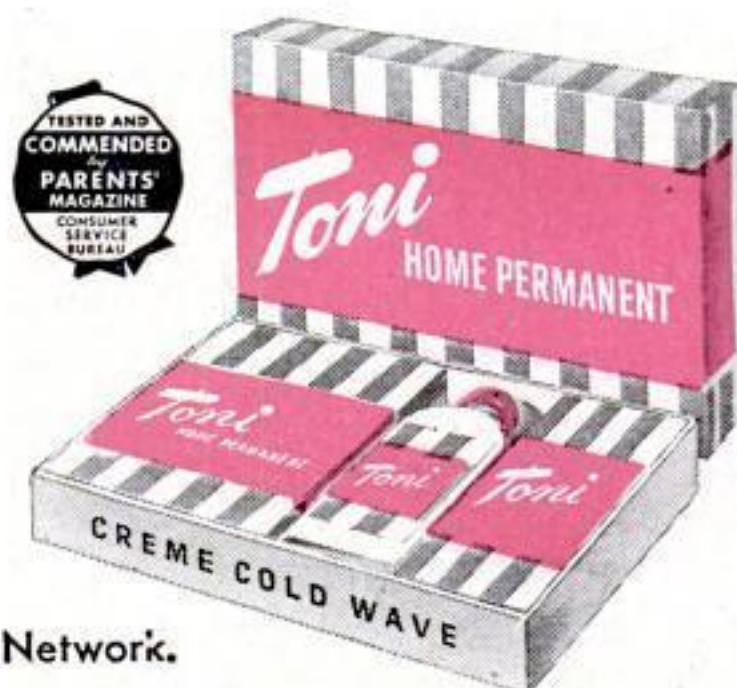
Your Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent—or your money back.

### How much will I save with TONI?

The Toni Home Permanent Kit with reusable plastic curlers costs only \$2 . . . with handy fiber curlers only \$1.25. The Toni Refill Kit complete except for curlers is just \$1. (All prices plus tax. Prices slightly higher in Canada).

### Which twin has the TONI?

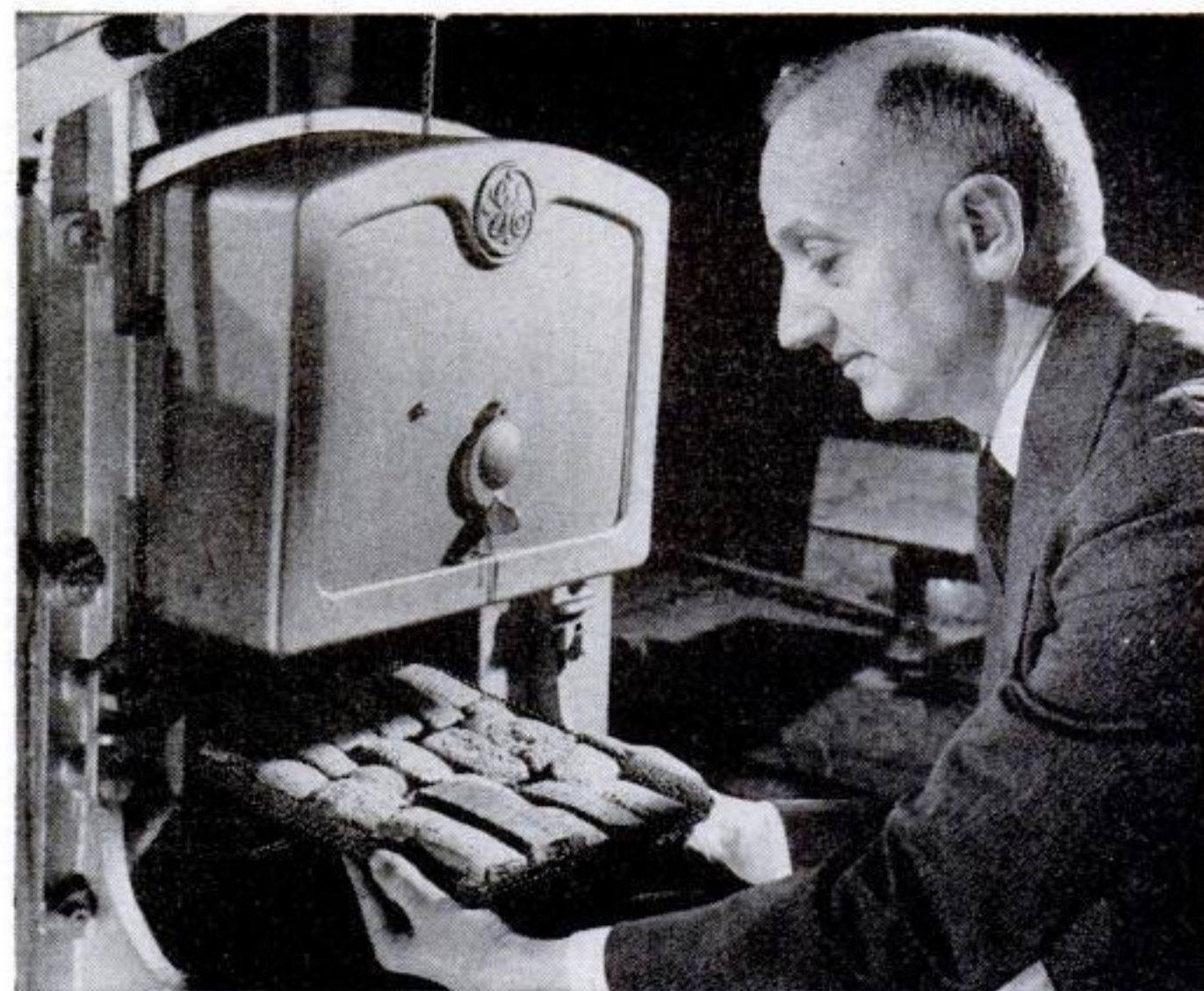
Lovely Jewel Bubnick of Miami Beach, says, "My sister had an expensive beauty shop wave. I gave myself a Toni permanent—at home. And even our dates couldn't tell our permanents apart." Jewel, the twin with the Toni, is on the left.



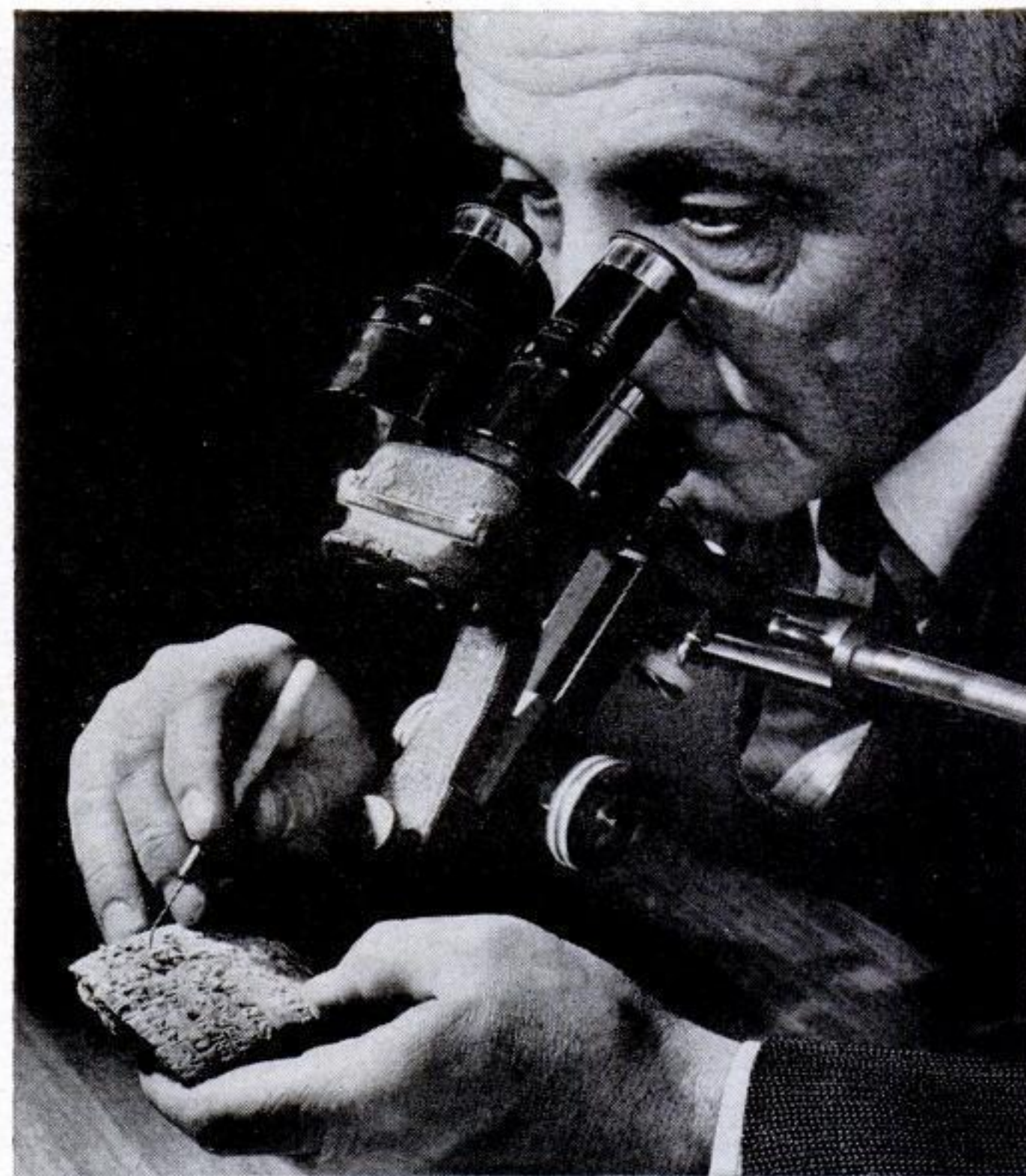
Tune in "This is Nora Drake"

11 a. m., EST, Monday thru Friday, NBC Network.

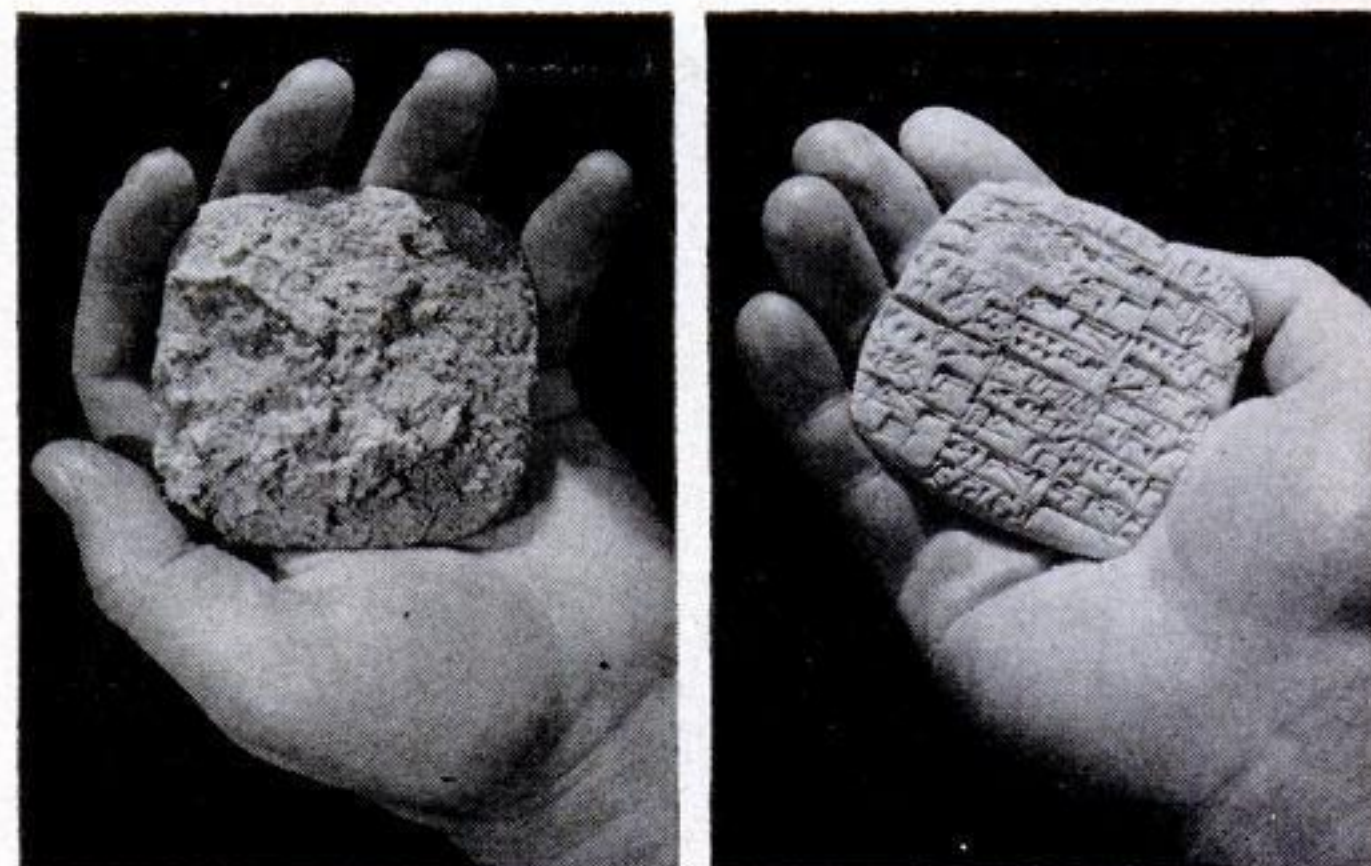
## Babylonian Mail CONTINUED



**TO CLEAN THE TABLETS** Professor Stephens first places them in a special electric oven where they are baked for three days in a temperature of 1,400° F. This burns and loosens centuries' accumulation of mud and sand.



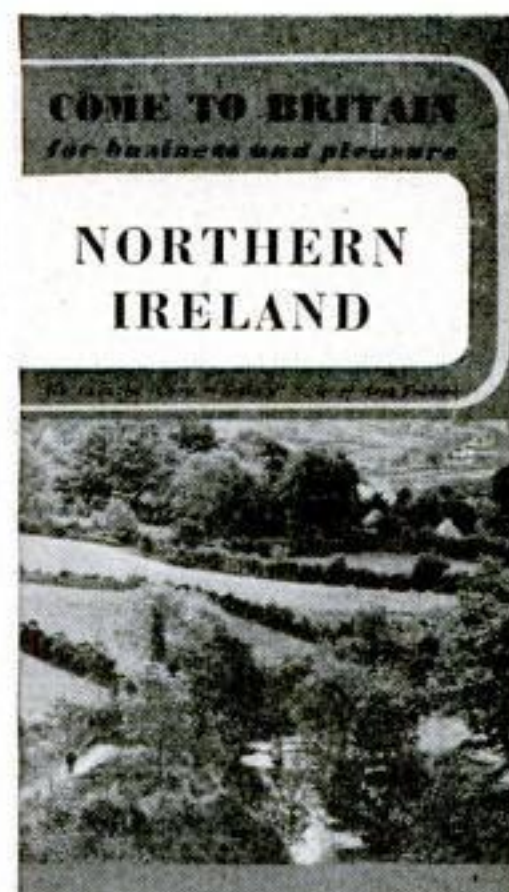
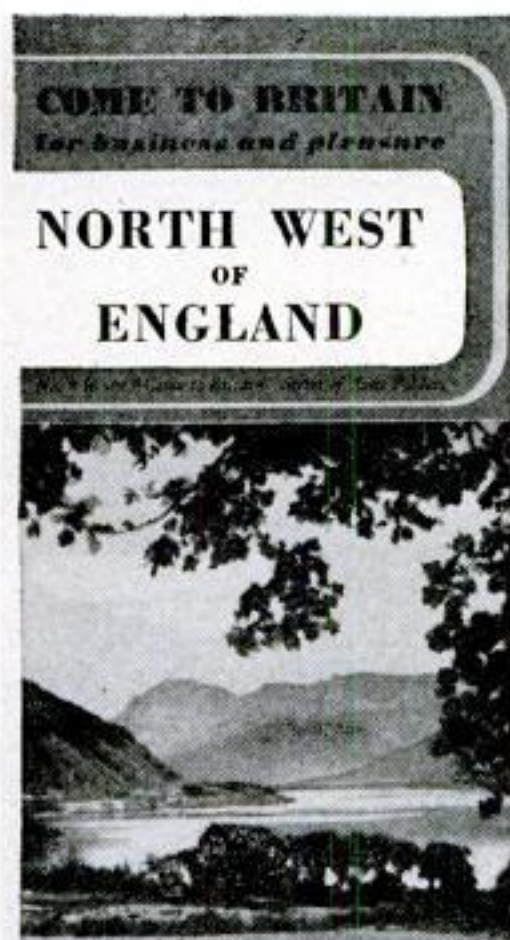
**THOROUGHLY BAKED**, the tablet is as hard as a rock and can be safely immersed in water for two days to dissolve remaining matter, mostly salt crystals. Tablet is then scraped clean (above) under a microscope with a needle.



**BEFORE-AND-AFTER** pictures show how an encrusted tablet (left) can be made easily legible (right). Tablet is also much stronger and less apt to chip. This one gives an account of a temple's income, dates from about 2500 B.C.

CONTINUED ON PAGE 150





*Get these colorful booklets...free...  
from your travel agent*

They'll picture for you the wonderfully historic places you'll want to see in the British Isles this year . . . the exciting day-after-day events you'll thrill to attend . . . the fishing, golfing, hiking and motoring trips you'll "just have to make."

All Britain, too, says "Welcome," from the warm friendliness of the people and the hospitality of her

famous inns to the special privileges accorded visitors by the Government.

You can stay for 4 weeks without needing a ration card. With your gasoline allowance you can motor to your farthest destination and return.

In planning your trip . . . by sea or air . . . remember that April, May, September and October are lovely months in the British Isles, too.

To avoid disappointment, plan your tour with your

travel agent NOW

*Come to Britain*



FOR SCENERY • FOR SPORTS • FOR PAGEANTRY  
FOR INTERESTS IN THE PRESENT—  
AND INTEREST IN THE PAST

BRITISH TRAVEL ASSOCIATION, Tourist Division of the British Tourist and Holidays Board, 475 Fifth Avenue, New York 17, N. Y.





New FRIENDLY KING  
now better than ever  
... for Friendly flavor

## Here's why KING is today's best buy

1. Blended by the distillers of famous Old Forester!
2. New, improved formula for extra smoothness, friendly taste!
- \*3. King Black Label contains 40% Straight Whiskies 6 years or more old—blended with the finest grain neutral spirits!
4. Fine Kentucky blending, backed by one family, one tradition for quality for 78 years.

Try it straight, today... enjoy the friendly flavor of King. New and improved formula gives you new satisfying flavor, extra smoothness. Makes your drinks taste *better than ever*.



King is now available in both Black and Red Label.

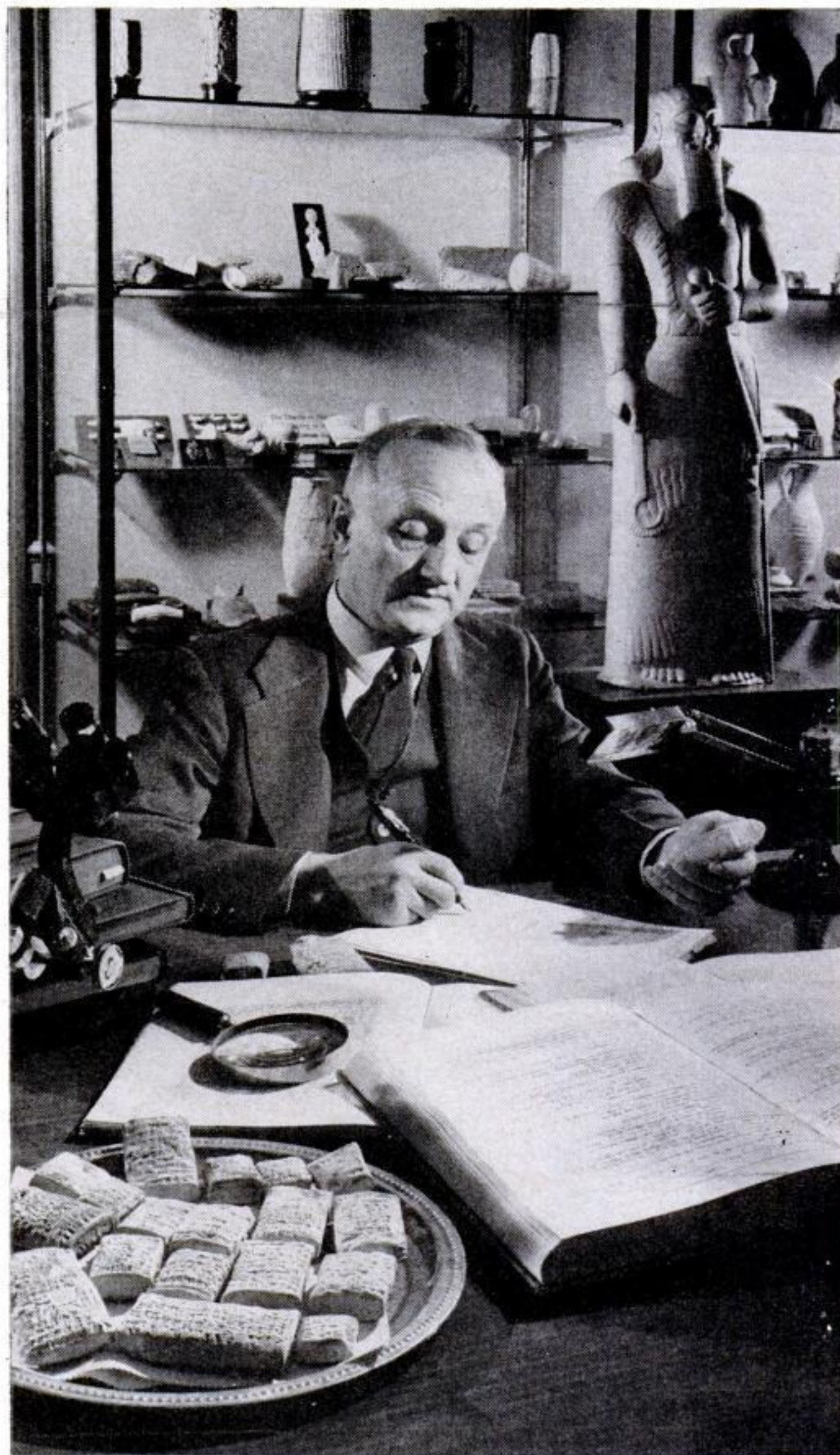
KING - BLENDED BY THE DISTILLERS  
OF FAMOUS OLD FORESTER

**BROWN-FORMAN**  
DISTILLERS CORPORATION  
At Louisville in Kentucky

**OLD FORESTER.** 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky. \***KING BLACK LABEL.** Blended Whisky. The straight whiskies in this product are 6 years or more old. 40% straight whiskies; 60% grain neutral spirits. 86 proof. **KING RED LABEL.** Blended Whisky. The straight whiskies in this product are 5 years or more old. 30% straight whiskies; 70% grain neutral spirits. 86 proof.



**PERSONAL SEALS** were carved on stone cylinders and rolled onto wet clay to sign letters, usually written by scribe. Above, on clay, are new impressions of ancient seals which date from 3000 B.C. (upper left) to 800 B.C. (lower right).



**AT HIS DESK** Professor Stephens makes notes on a pad. Big book in foreground (by the tray of tablets) is a dictionary which translates Sumerian, already a dead language by 2000 B.C., into Babylonian and then into German.

CONTINUED ON PAGE 153





THE TRUMPETER LABEL . . . A SMALL THING TO LOOK FOR  
 . . . A BIG THING TO FIND

*How to buy a suit...with that made-for-you look*

Something in the spirit of these times says "buy wisely". Buy quality. Buy style. Buy character. You get all these when you buy Hart Schaffner & Marx clothes. Plenty of old-time tailoring that requires skill at the cutting table and skill with the needle. Plenty of honest "feel" in the fabric and plenty of pride and satisfaction in the fit and wear.

# HART SCHAFFNER & MARX



# The smoothest spread to put on bread



You want yellow margarine. You get white margarine. It doesn't make sense!

Margarine is good to eat. Good for you. Kind, too, to that hard-working food budget. You like margarine. And you like it *yellow*. But you get it *white*.

Why? Because of outworn laws that place a Federal tax of 10c per pound on yellow margarine. Actually, if the law would allow it, you could buy yellow margarine *at no extra cost*.

Fortunately, farsseeing men in Congress are working to see that you get margarine the way you want it. Support them.

Remember—the voice of the people is the voice of the lawmaker. *Fight for the right to yellow margarine!*

*The staff of life needed around the world  
—don't waste a precious crumb.*

Nutritious  
**Margarine**

NATIONAL ASSOCIATION OF

MARGARINE MANUFACTURERS  
Munsey Building, Washington 4, D. C.

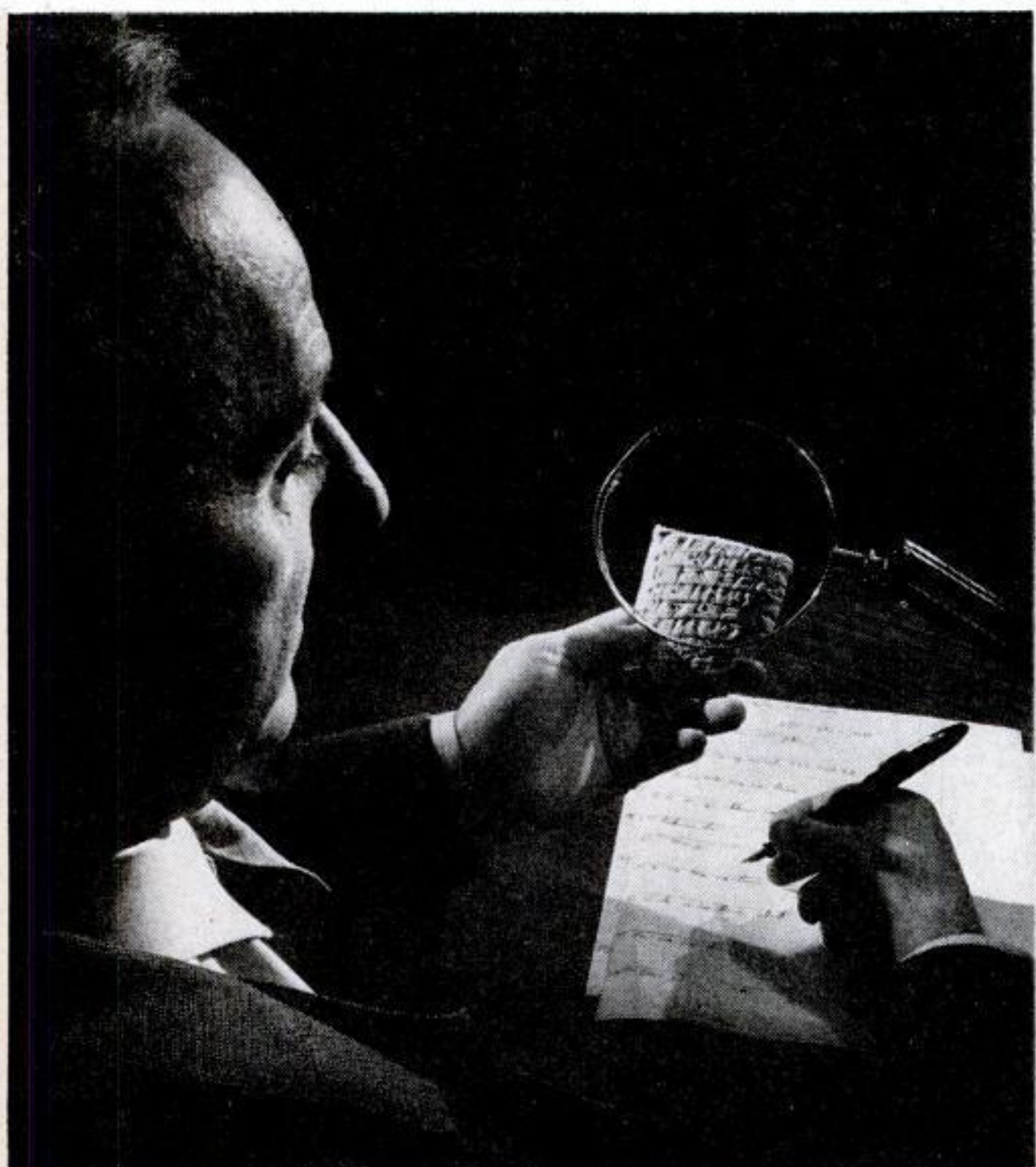




**BREAKING CLAY ENVELOPE** which covers legal document, Professor Stephens removes fragments piece by piece. He will glue them back together.

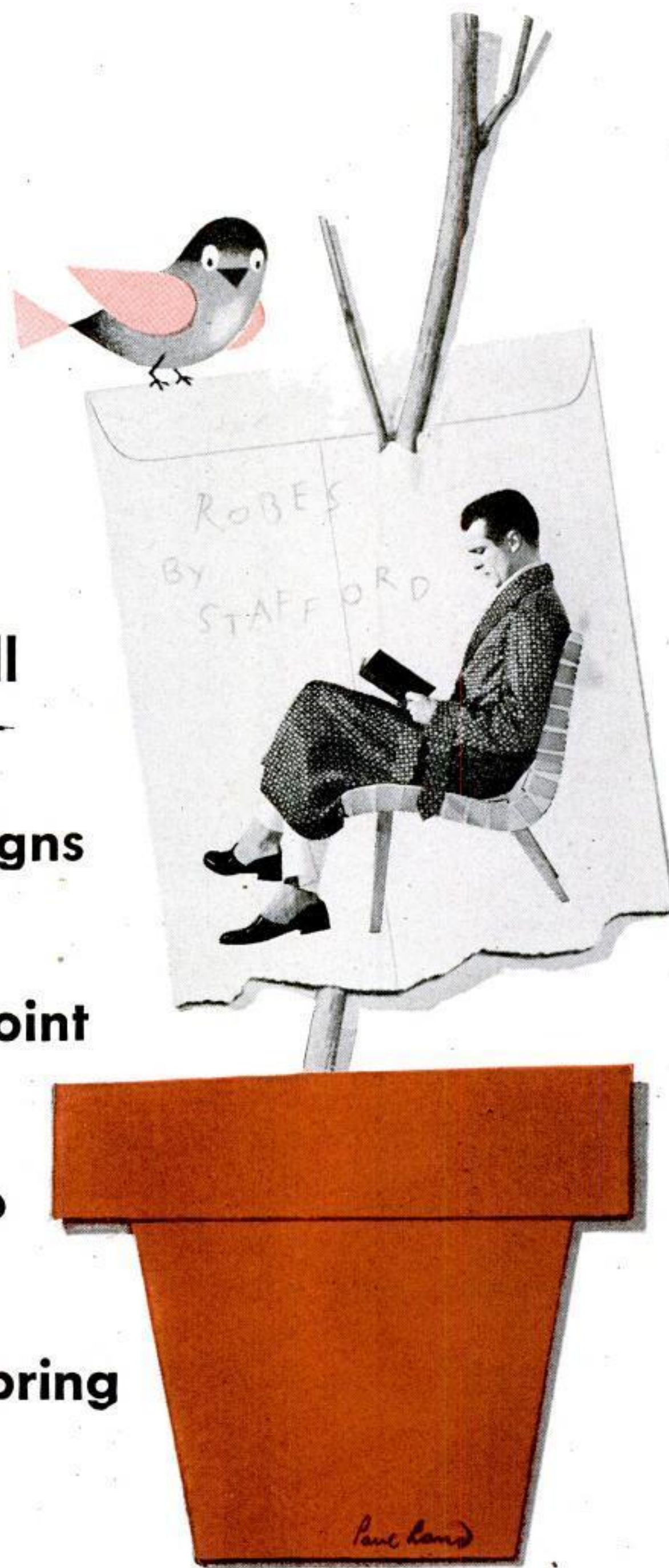
## 3,500-YEAR-OLD TABLET IS OPENED

To protect their legal contracts, Babylonians enclosed them in clay envelopes. Then they wrote the contract again on the envelope. When disagreement arose, the envelope could be broken and compared with the tablet inside to see if there had been any tampering. The pictures on this page show how Professor Stephens broke a 3,500-year-old envelope to translate its inner tablet. The tablet read, "Apil-Sin the older brother, and Irra-igmil the younger brother, are the children of Manatum and Urziedina. If Urziedina to Manatum, his wife, 'Thou art not my wife' shall say, Urziedina shall forfeit the house and the children. If Apil-Sin and Irra-igmil to Manatum their mother shall say, 'Thou art not my mother,' for silver she shall sell them." The announcement that the boys are children of the couple is the Babylonian formula for adoption. To proclaim legally "Thou art not my wife" is the method of divorce. Apparently this strangely unilateral agreement worked out well, as the envelope remained unbroken for 3,500 years.



**WRITING IN BABYLONIAN**, the professor studies cuneiform impressions with magnifying glass, transcribes them into phonetic syllables for translation.

all  
signs  
point  
to  
spring



It's the capricious season...when a robe that's  
bright in hue and light in weight is right for you.  
That's a Stafford Robe\*...impeccably tailored in gay,  
colorful foulards...of superior Celanese<sup>®</sup> rayon yarn...  
woven with extraordinary skill, and authentically printed  
in the little New England town to whose name they've brought fame.  
At better men's wear and department stores  
everywhere... **STAFFORDWEAR, INC.,**  
3 East 40th St., New York 16, N. Y.,  
or 608 South Hill St., Los Angeles, Calif.



© 1948 STAFFORDWEAR, INC. \*REG. U.S. PAT. OFF. \*PAT. PENDING





**A SHAGGY CAMEL** named Mabel cranes her head toward an assortment of homebred desert queens gracing the stairway of a mock Arabian tower erected at Indio, Calif.

for the annual date jamboree. The girls, dressed in sandals and flowing, diaphanous skirts, are candidates for the local title of Scheherazade. Some of them look as bored as Mabel.





COSTUMED COUPLES DANCE IN A DATE-PALM GARDEN

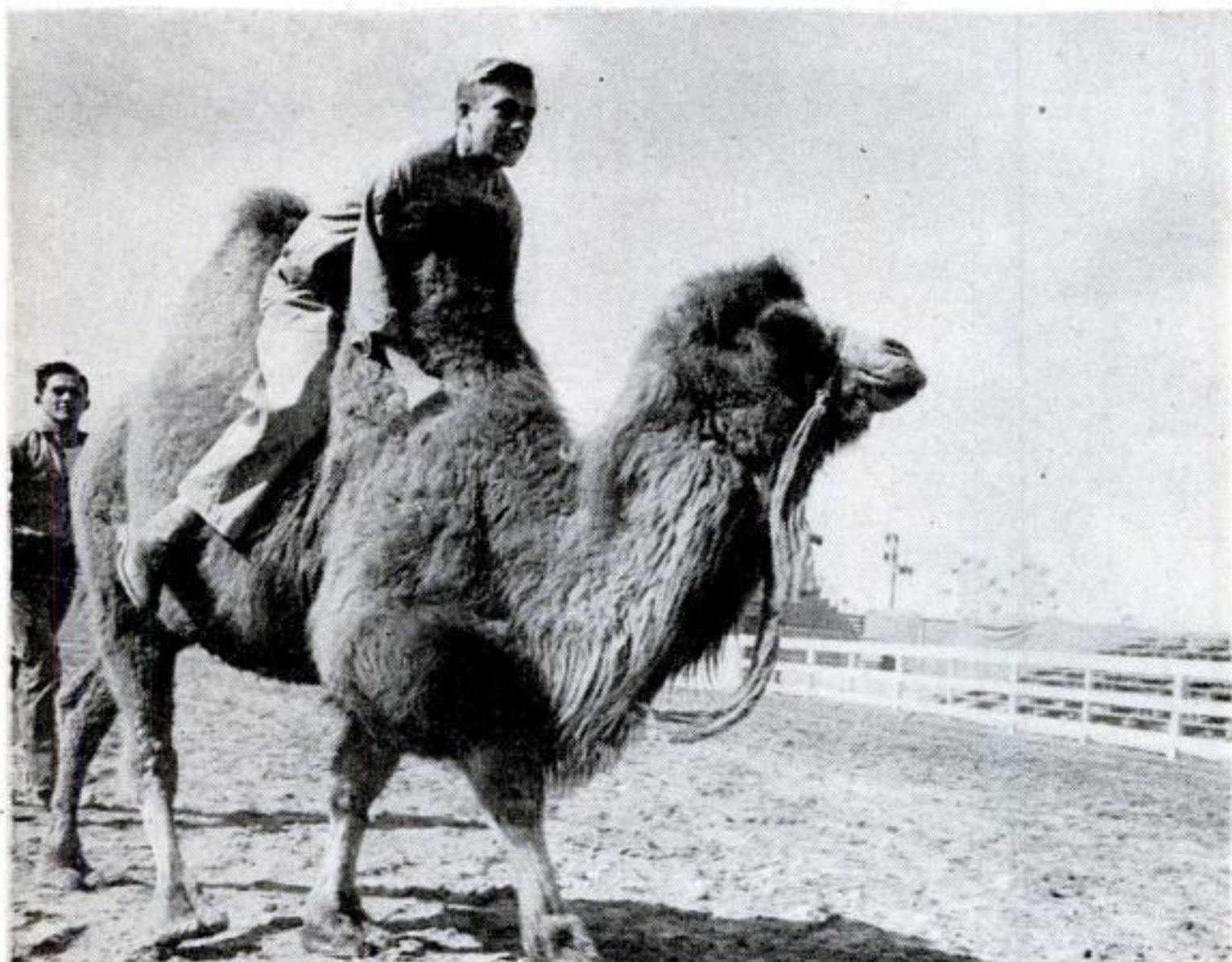
## Life Goes to a Date Festival

**Big harvest celebration is full of phony Arabs and frisky camels**

Once a year the 4,000 citizens of Indio, Calif. happily watch their town's population abruptly swell to four times its normal size. The occasion is Indio's annual date festival, held to celebrate the winter date harvest. This year well-heeled growers, rubbing their palms over a profitable crop, spent \$200,000 to transform the town into an Arabian Nights oasis. Through groves of 40-foot palms amateur riders masquerading as Bedouins clattered recklessly on real Arabian stallions (*right*). In streets decorated with Arabic symbols smelly camels vied with pretty houris (*opposite*) for the crowd's attention. Everywhere people discussed dates, pinched dates and even ate dates (*next page*). To uninformed tourists, date-wise natives also eagerly explained that date groves are sometimes called harems because one male pollen tree is planted in the middle of 50 female palms.



RIDERS IN DESERT GARB PULL UP THEIR MOUNTS IN A SWIRL OF DUST AFTER A RACE ALONG A PALM GROVE

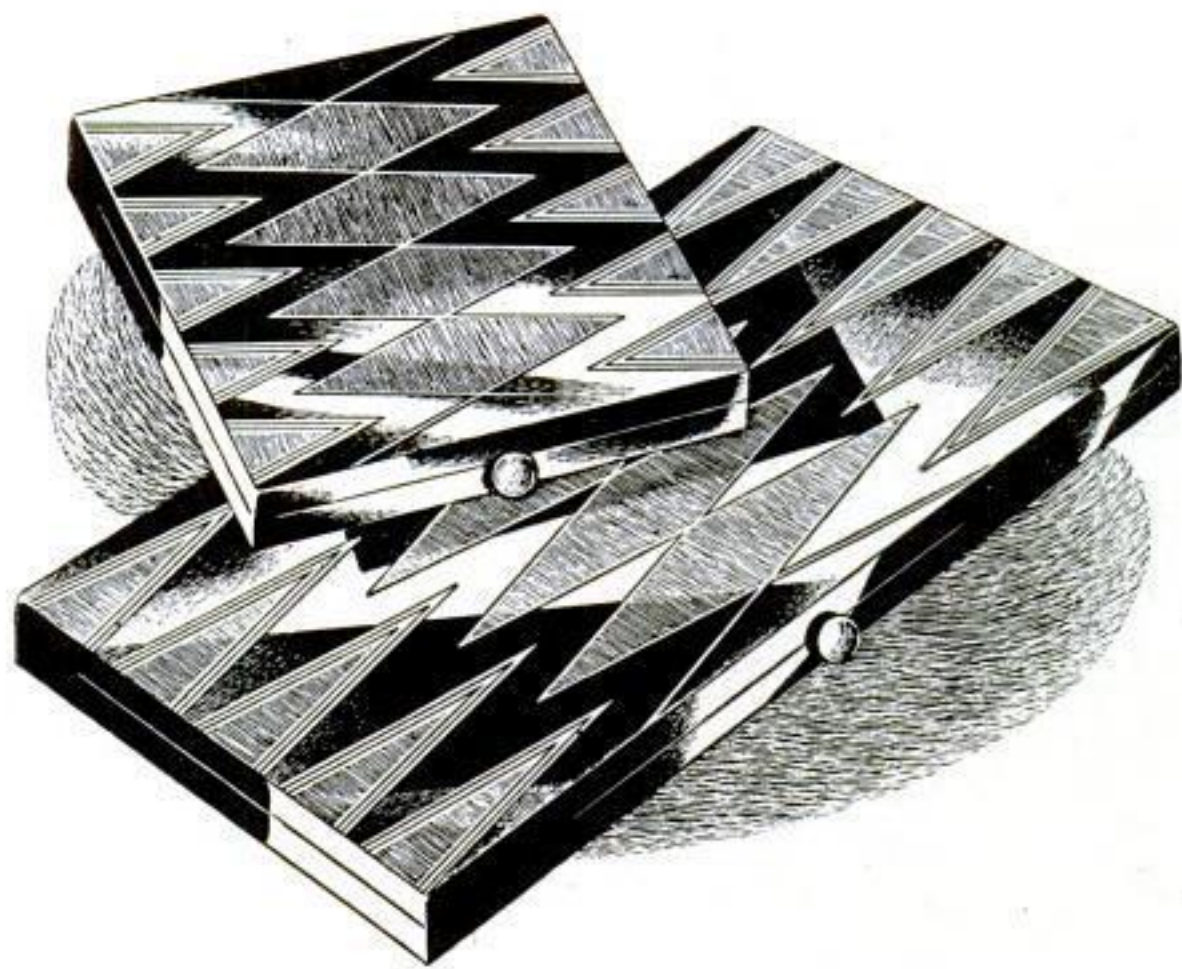


**CAMEL RACES** were held on ungainly double-humped beasts rented from a training farm for movie animals. Here a contestant mounts his steed and clings for dear life.



**A FRISKY STEED** suddenly reverses its field and dashes down the arena away from the finish line. Its rider, an adventurous girl, managed to stay on during the wild flight.





**JEWELER'S MASTERPIECES...** in the tradition of fine craftsmanship featuring a hand engine-turned design in gold and silver tones. At better stores...cigarette case 11.00, powder case 10.00. No Federal tax. **THE SET 21.00**  
Other Wadsworth Powder Cases 2.00 up

*Wadsworth*

**CASES**

THE WADSWORTH WATCH CASE CO., INC., DAYTON, KY.

*Free*—send for "Powder Cases Today and Yesterday" and Wadsworth fashions as advertised in Life

Prices slightly higher in Canada

Be **FIRST** to Own a  
**SPORTING  
ASH TRAY!**

*Only* **\$2.95**

Laugh at First Sight  
For home, office, bar  
as prizes, gifts...

Modeled by Lambert, America's leading sculptor-cartoonist, from Palestine, new wonder material. Amusing six inches tall in full color; hand painted.



Send check, money-order, \$2.95 each; add 15c each to cover postage, handling; C.O.D.'s accepted. Money refunded if not satisfied. Fill out coupon below.

**JEFF**

Distributors, Inc.  
Chicago Hollywood

To: Jeff Distributors, Inc.  
6247 N. Broadway, Chicago  
Please send me ash trays as indicated at \$2.95 each.  
Gutter Gus ☐; Gutter Gussie ☐; Slicer Sam ☐;  
Minnow Mac ☐. I enclose \$\_\_\_\_\_  
Send to: (My name, address)\_\_\_\_\_

*Air Step*

THE SHOE WITH  
THE YOUTHFUL FEEL



**FASHION FAIR**  
**MARCH 13 TO 27**

See our page advertisement in  
this issue for other Air Step styles.  
Air Step Division, Brown Shoe Company, St. Louis

*Date Festival*

CONTINUED

## INDIO IS NUTS ABOUT DATES



**PLAIN DATES** fresh from tree, are sampled by an Indian in Arabian head-dress. One tree may yield more than 350 pounds of the fruit, which is 65% sugar.



**DATE ICE CREAM** is rich confection studded with chopped bits of fruit.



**DATE MILKSHAKE** has thick date paste added to the regular ingredients.

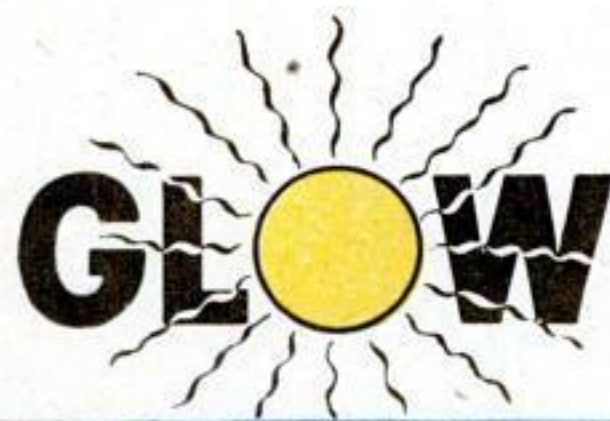


**DATE SWEETMEATS**, stuffed and sugary, are nibbled by a wary visitor.

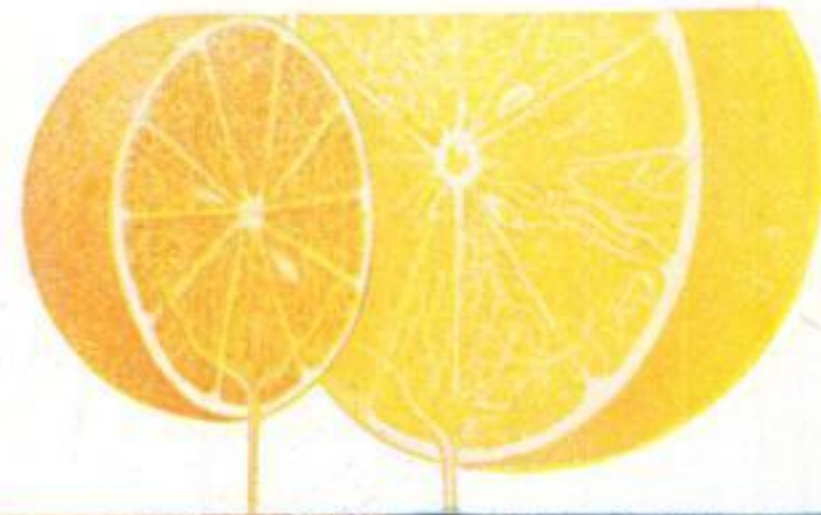


**DATE CATSUP** has 40% date filler, is used on hamburgers and hot dogs.





*For That*  
**GLOW OF HEALTH**



*In One Luscious Blend*

**ALL THIS WEALTH OF HEALTHFUL GOODNESS!**

1. Gold mines of VITAMIN C
2. Other VITAMINS and MINERALS
3. Help fight COLDS and FATIGUE
4. Help maintain ALKALINE reserve
5. Help build STRONG BONES and teeth
6. Stimulate DIGESTIVE juices
7. ENERGY from fruit sugars
8. MILDLY LAXATIVE

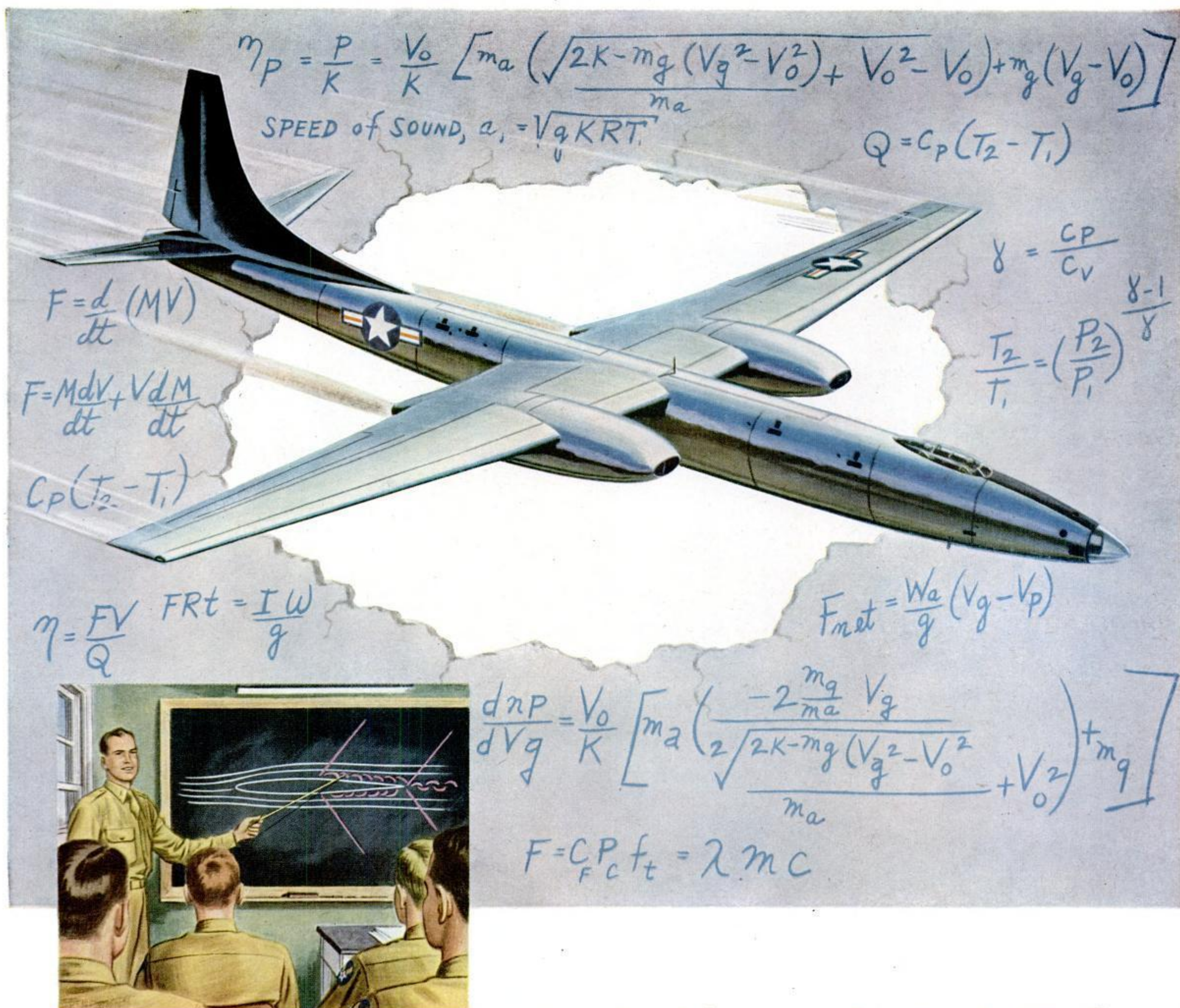


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FLORIDA CITRUS COMMISSION  
Lakeland, Florida

**FLORIDA BLENDED**  
**ORANGE - GRAPEFRUIT JUICE**

ALSO TRY FLORIDA CANNED GRAPEFRUIT JUICE . . . ORANGE JUICE . . . GRAPEFRUIT SECTIONS . . . TANGERINE JUICE





**TOMORROW'S AVIATION SPECIALISTS.** The U. S. Air Force offers interested young men an unequalled chance to launch profitable, useful careers in a wide variety of aviation fields.

## Handwriting on the Sonic Wall

Those long, mysterious-looking equations you see above stand for principles of jet propulsion — a force that is opening the battle of the century. Using it, man hopes to break through the grim barrier that keeps him from reaching speeds greater than that of sound.

Who will win? If past performance is any indication, man will — largely because he has so much support in his corner. Take men like those in the picture. They are tomorrow's Jet Airplane and Engine Mechanics, working now on the material with which they will help the U. S. Air Force reach supersonic speeds.

How did they get into this new field — one which assures them solid places in tomorrow's

aviation? They enlisted in the Air Force under the Aviation Career Plan, a new opportunity — unlike anything offered before — and one that every young American should consider if he wants a career in a fast-moving science.

The Aviation Career Plan makes it possible for a high school graduate between 17 and 34 years old to choose the specialized training in which he is most interested, qualify for it *before* he enlists, and be guaranteed assignment to it after completion of basic training.

The course offered in Jet Airplane and Engine Mechanics is only one of more than 40 fine courses available for selection. They cover such broad fields as Airplane Maintenance, Armament, Radar

and Radio, Construction, Wire Communications, Clerical and many others. Nowhere else is there a wider range of training; nor can the experience gained be duplicated.

If you want to get your start now, get in on the air-ground floor by getting full details on the Aviation Career Plan. Your nearest U. S. Army and U. S. Air Force Recruiting Station will be glad to talk with you about it.

### THE CADETS ARE FLYING AGAIN!

Learn to fly with the U. S. Air Force. Your nearest U. S. Army and U. S. Air Force Recruiting Station has full details.

**U. S. Army and U. S. Air Force Recruiting Service**

YOUR ARMY AND AIR FORCE SERVE THE NATION AND MANKIND IN WAR AND PEACE





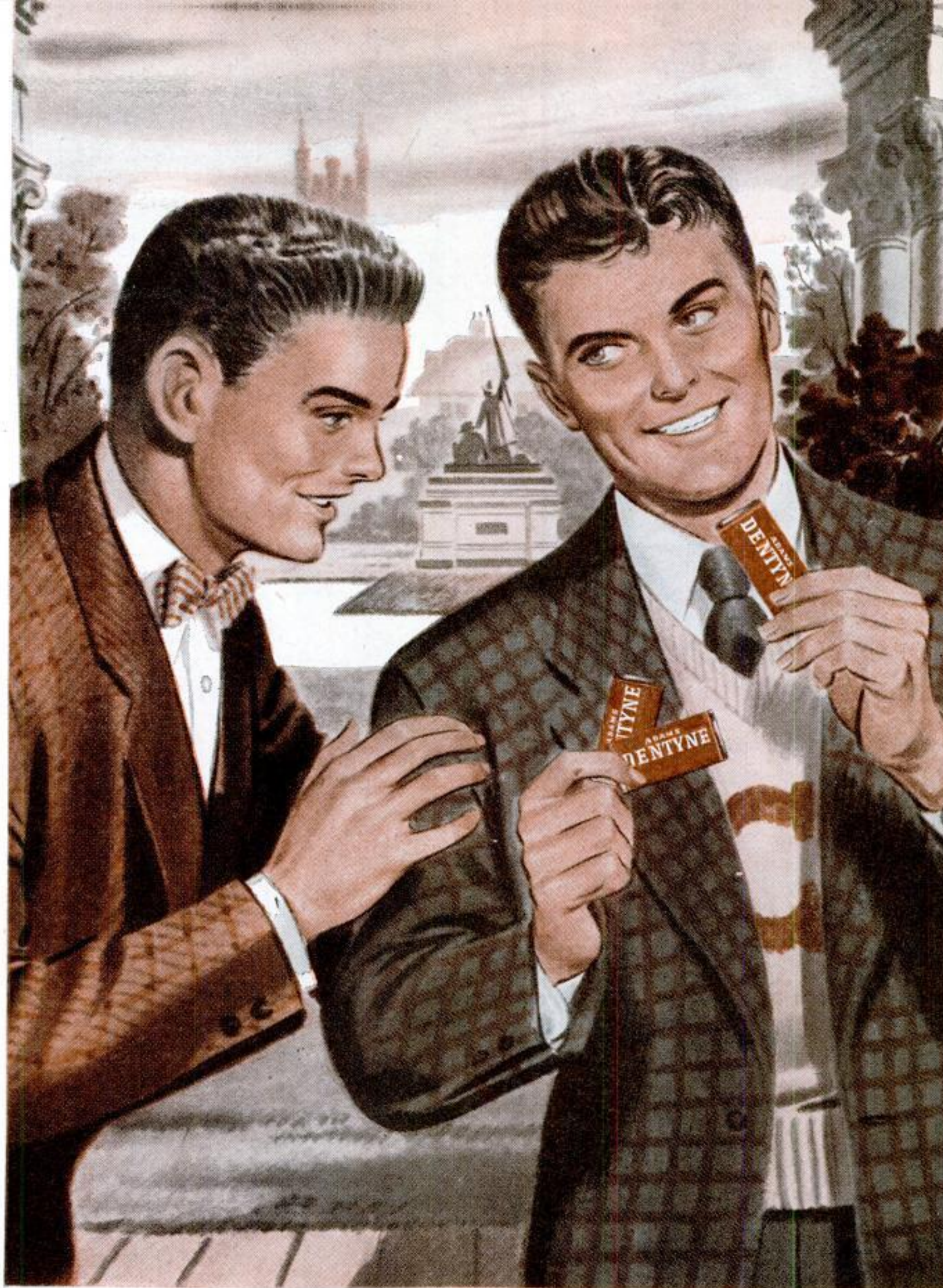
PHILIPP HUNG HIS ART AMONG SALAMI AND BOLONEY IN DELICATESSEN

# DELICATESSEN ARTIST

Painting waiter is a big success in the art world

Until three months ago Walter Philipp was just a good-natured waiter who served sandwiches and quick hot drinks to the patrons of the 58th Street Delicatessen on New York City's Third Avenue. Today he is the envy of professional artists. In his spare time Philipp painted street scenes and clowns and hung his works of art among the salami and boloney in the delicatessen. There the director of 57th Street's Artists' Gallery saw his pictures, gave him a one-man exhibition. On the first day every picture was sold. Artist Philipp has given up his delicatessen job to paint, and he isn't worried about the future. If his pictures stop selling, he says philosophically, he can always go back to cold cuts.

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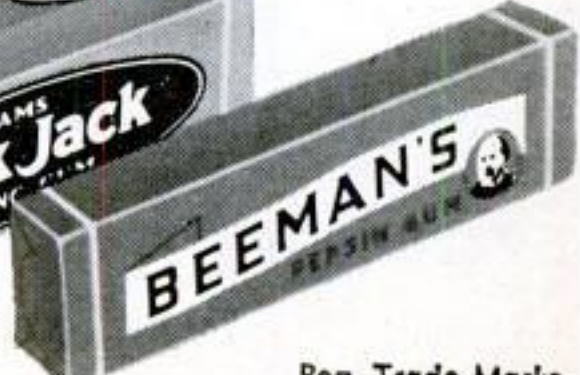
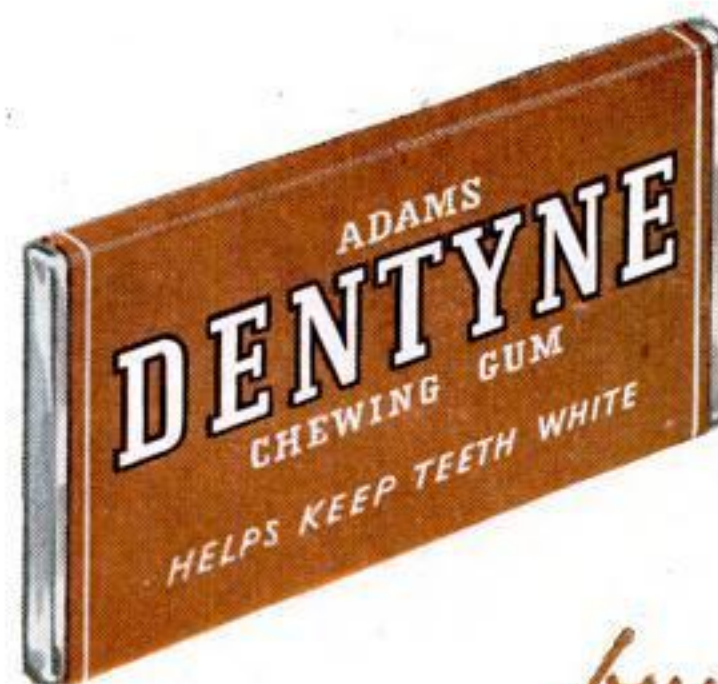
*"That's dating sense Pal  
-girls all like Dentyne"*

Dentyne's flavor-refreshment is sure of a welcome in any crowd—it's keen chewing gum!

And Dentyne not only has delightfully different, long-lasting flavor, but its pleasantly chewy texture helps keep teeth sparkling.

Enjoy Dentyne often and pass around the pleasure. For variety, try the other delicious Adams quality gums, too. Always—

*buy gum by Adams*



Reg. Trade Marks





Day  
and  
Night-

REIS  
is  
RIGHT!

Yes, Reis provides around-the-clock comfort and smartness, and always in latest styles. By day—Reis smart-looking, long-wearing shorts and undershirts provide exact fit, extra comfort. At night—Reis pajamas give good looks and restful slumber because they're made with the exclusive Reis-Tex Belt\*, tailored to trouser smartness. Stripes, solid colors, patterns in many styles.

Robert Reis & Co.  
2 Park Avenue, New York 16, N. Y.



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REG. U. S. PAT. OFF.

Also Reis shorts with elastic backs, French backs and the famous Reis "Pleat-O-Seat"\* for added roominess without bunching.

\*Exclusive patented features.

SPORTSWEAR • UNDERWEAR • PAJAMAS • HOSE

By the makers of the famous Reis Scandals

## Delicatessen Artist CONTINUED



**DELICATESSEN PATRONS** abandon a pastrami sandwich on rye bread to admire one of Waiter Philipp's paintings. He now values this painting at \$250.



**CLOWNS** are Philipp's favorite subjects because he came from a family of circus clowns in Germany, where he was born. Philipp never took art lessons.



**"STREET SCENE"** is Philipp's impression of New York skyscrapers and subway entrance. Critics like genuine feeling he manages to get into his work.





**HEAD OF THE BOURBON FAMILY**

*The door swings wide on a warm welcome when Old Grand-Dad is in the picture. There just can't be a richer, smoother bourbon anywhere than the Head of the Bourbon Family.*

**OLD GRAND-DAD**

National Distillers Products Corp., New York, N. Y.



100  
PROOF





WHY ARE MORE PEOPLE  
SMOKING CAMELS  
THAN EVER BEFORE?

BECAUSE  
EXPERIENCE IS THE  
BEST TEACHER!

Vic Scott

### Champion Outboard Racing Driver

He holds the world's record for Class C Outboard Motorboats—57.325 miles per hour for 5 miles! 1947 winner of the famous Albany-to-New York Outboard Marathon.

"In 12 years of outboard racing, I've found that 'experience is the best teacher,'" says Vic Scott. "And that's true in choosing a cigarette, too. Through the years, I've tried many brands. I've compared them—for mildness, for cool smoking, for full flavor. I learned from that experience that Camels suit me to a 'T!'"



LET YOUR "T-ZONE"  
TELL YOU WHY!

T for Taste...  
T for Throat...

that's your proving ground  
for any cigarette. See if CAMELS  
don't suit your "T-Zone" to a "T."



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

ALL OVER America — from coast to coast — from border to border — more people are smoking Camels than ever before. Millions of smokers have found by experience that cool, mild Camels suit them to a "T."

Try Camels yourself. Compare them—for mildness, coolness; for full, rich flavor. Let your "T-Zone"—that's T for Taste and T for Throat—tell you why Camels are the "choice of experience" with millions of smokers—with more people than ever before!



Three nationally known independent research organizations asked 113,597 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.

According to a Nationwide survey:

More Doctors smoke Camels than any other cigarette